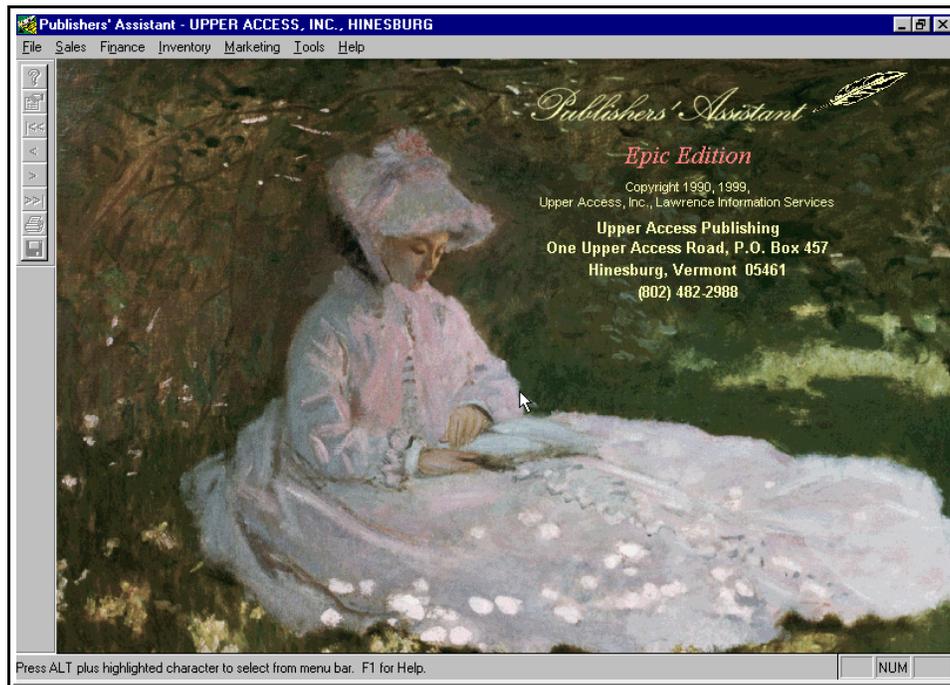


Publishers' Assistant™

Version 4.2 for Windows



User Help: help@pubassist.com or 1/800-310-8716

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This manual covers Sonnet, Lyric, and Epic editions.
It is available in both Paper and Electronic versions.

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Publishers' Assistant 4.0 for Windows, System requirements (minimum):

- Pentium-class processor, 166 MHz or better. (300 MHz or better recommended.)
- Windows 95, 98, Me, NT, or 2000.
- 32 Megabytes extended memory or better. (64 Megabytes or better recommended.)
- 80 Megabytes free on hard disk. (400 Megabytes or better recommended.)

The above requirements are the minimum to try the program and/or begin using it. The "recommended" specifications will allow for much faster operation, and may well be considered the practical minimum in a busy publishing office.

ABOUT THE DEMO PROGRAM

The Demonstration program is the full Publishers' Assistant program, with manual. However, it is limited to 24 uses. If you decide to purchase the live program, the data you entered in the Demo version can still be used.

After 24 uses the Demo version cannot be used. Any attempt to unlawfully override this limitation will result in corruption of your database. When you purchase the live program, we will give you specific, simple instructions to "unlock" the program for unlimited use.

(Note: If you need to open the Demo program more than 24 times for thorough testing, you may reinstall it, but you will lose any data that have been entered.)

When you install the Demo, you may wish to instruct it to use the SAMPLEDATA database. This has a few sample customers, invoices, codes, etc. so that you can try the various functions and reports without having to put in sample information first. When you begin entering your own data that you may wish to save, however, be sure to switch to an empty database: the default would be the DATA folder.

When you are testing the Demo, feel free to e-mail or call for help at any time. Once you understand the basic concepts, you'll find the program very easy to use. We are eager to provide whatever help you need to get off to a good start.

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Versions of Publishers' Assistant

This manual is for all versions of Publishers' Assistant software: **Sonnet**, **Lyric**, and **Epic**. The programs are very similar in look-and-feel, and the databases are interchangeable, to make it simple to upgrade from one version to another. However, some features are not available in the Sonnet edition. The main ones are:

- There is no ability to customize features and reports from within Sonnet. Therefore you will see no "Maintenance" menu options in the Sonnet edition. (You can customize from outside the program, using FoxPro™, or hire our programmer to do it for you.)
- There is no archival function in the Sonnet edition.
- There is no Standing Order function in Sonnet.
- Liability accounts (royalties, commissions, supplier consignment) are handled in a simpler manner in Sonnet. Payments are not entered, and some of the detailed history reports are not available. A few other features, such as re-setting the beginning balances of payable accounts, are not available because they would be irrelevant to the simpler system. However, there are no restrictions placed on the complexity of contracts for royalties, etc., that can be computed by the Sonnet edition.
- Sonnet has no easy way to run multiple databases.
- The Sonnet version cannot be networked.



This symbol will appear next to descriptions of features that are not available in Sonnet.

Publishers' Assistant Quick-Start

Some people like to just load a program and try out its features without reading up about it in advance. That's actually a great way to introduce yourself to new software. Especially if you are starting out by testing the Demo version of the program, you can't hurt anything even if you hit all the wrong keys. Also, there are screen prompts throughout the program, and instant help by pressing <F2> on any screen. Here is a suggested procedure for quick startup.

1. Install the program. The installation is standard for Windows. From the **Start** button you can use **Run**, then **Setup.Exe** from your CD drive. Follow the prompts. Accept the defaults. However, if you are testing the demo, when you are asked where your data should be located, choose the **SAMPLEDATA** directory. This has some fake customers, titles, invoices, codes, etc. already entered, so you can start right out by putting in more invoices, trying out the reports, etc. with no further setup. Later, when you start entering your "real" data, you'll want to change the source of your data to the **DATA** directory.
2. When you first enter the program, go to the **System-Wide Options** menu. It's part of the **Tools** menu at the top of your screen, under **System Maintenance**. Or, you can use the shortcut to get the screen: Press <Ctrl>+S twice. From that screen, click the **Owner** tab, and enter your company's name and address as the **Owner Contact**. This needs to be filled out because it is looked for in some of the inventory reports. You might want to look through some of the other system-wide options, but this is the only one that is essential to start using the program.
3. Enter an invoice. That is the quickest way to learn the basic logic of the program. Once you see how an invoice is entered, you'll find it easy to navigate through other features of the program as well. From the top menu from the opening screen, choose **Sales**, then **Customer Orders**, then **New Orders**. You'll start with the **Ship-To** screen: You can put in a new customer, or else choose one that is already there, if you are using the **SAMPLEDATA** directory. If the **Bill-To** contact is different, then while you are on the **Ship-To** screen, say **Yes** to the field that asks **Assign Bill-To?** That is the single aspect of the program that many new users find hardest to understand. To repeat, when invoicing, you start with the Ship-To contact, and if the Bill-To is somebody else, that must be noted and entered on the Ship-To screen.

Once you've finished the Ship-To screen, click **Continue** to proceed to the main **Invoice** screen, and progress through the fields, noticing the screen prompts. Notice that the actual books ordered are in a separate window, opened up by saying **Yes** to the question **Enter Order Items?** There are ways to put additional titles into inventory on the fly, but for now, you might want to just put in fake ones from the sample database. To get a list, press <F2> when you are in the **Item ID** field. You'll be asked to enter a keyword, but you don't know the names of any of the sample books, so just use the question mark (?) to get the full list, and select one. Once you've ordered one title, if you want to order others, press the <Insert> key, and the cursor will go to the next line. Throughout the program, the <Insert> key is how you add an item to any list.

If the invoice is prepaid, when you finish filling in everything on the invoice screen, then choose **Receipt** from the top menu of that screen, and fill in the receipt.

While you're doing this, it's probably a good idea to open this manual to the section on **Invoicing Orders**, beginning on Page 21. This describes every step, probably in more detail than you need, but should have the answers to questions if they arise. As an alternative, just press <F1> for help. And if you really don't understand the written explanations of any particular step, pick up the phone and call. We're eager for you to get off to a good start in using the program.

Publishers' Assistant Help and Upgrades

We have tried to describe in detail the major functions of Publishers' Assistant. Valuable information can be found in three locations:

- This manual
- The on-line help screens, available by pressing <F1> anywhere in the program
- The Web site at www.pubassist.com
- Our list serve (pub-assist@yahoogroups.com), which users are encouraged to participate in and share user with each other.

These forms of help are available to any interested person, at any time. Also, the Web site includes extra features and fixes that can be downloaded by any user.

As thorough as we've tried to be, we understand that sometimes a user needs one-on-one help from a knowledgeable person. This help is available by phone, fax and e-mail. It is free of charge during the Demo trial period, for one year after initial purchase, and to all other users who have a current maintenance agreement. For longer-time users who have not kept an up-to-date maintenance agreement, there will be a charge for individual user help.

The Maintenance Agreement

When you purchase the live software, you are automatically given a maintenance agreement for one year at no extra cost. This entitles you to user help (defined below) at no charge. It also entitles you to download any upgrade that is issued during the year. (If you prefer to receive upgrades on CD, there may be a small charge for production and mailing of the disk.)

After the year, you may renew the maintenance agreement year-by-year, for a modest fee. We encourage you to do so, because that way you will always have the latest, most up-to-date and trouble-free version of the program. You will also have access to user help at any time, at no extra cost. The fee for the maintenance agreement is less than what it would otherwise cost for user help and upgrades.

You are not required to renew the maintenance agreement. You will continue to be a registered user. You will be able to continue using the help available at www.pubassist.com, and participate in the list serve. However, if you do not renew, you will not receive the upgrades and you will have to pay a fee for individual user help.

User Help

User help is available at no charge to Demo users during the trial period and to those with a current maintenance agreement. A fee will be charged for user help requested by other users. User help includes answering questions about operating the program, as well as overcoming any problems that may occur in setting up and using the program on your computer system. In most cases, the most convenient way to receive help is to e-mail us:

help@pubassist.com

Or fax: 802-482-3125. The fax is useful if your problems involve reports or printouts of any type—we can provide better help if we can see what has printed out.

If the problem needs immediate attention, you can call us on our toll-free help line: 1-800-310-8716. (Note: you may receive a more thorough response via e-mail, as we can reflect on the issues raised at a convenient time of the day. But don't hesitate to telephone if help is needed right away.)

If you are a long-term user without a current maintenance agreement, and there will be a charge, we will not proceed without letting you know first what the charge will be.

User Training

Some computer users prefer to receive computer training in person or over the telephone rather than by reading a manual and following on-screen help. We are happy to provide such training, via telephone, customized for your needs and desires, but we must charge for it.

Note: If you are just having a problem performing a specific function, after checking the manual, and you want one of us at the other end of the phone to walk you through it and overcome the problem, that is "help," not "training," so there is no charge for Demo users, new users, or others with a maintenance agreement. The "training" charge is for more extensive personal instruction, if that is desired.

The cost of training, as of the writing of this manual (but subject to change), is \$85 per hour. The time must be scheduled in advance. An experienced Publishers' Assistant user will be sitting in front of a computer on our end, and you should be in front of a computer on your end. We should know in advance what you want to learn—do you understand the basics such as entering invoices and receipts but need to be led through some of the more sophisticated functions? Or should we start from the beginning?

Payment for training may be made by furnishing a credit-card number at the beginning of the session. Or, if you prefer, you may mail us a check in advance. If your press is connected to an institution (such as a university) that must be invoiced, we can make arrangements for that.

Technical Help

The basic functions of Publishers' Assistant are designed for use by anybody who is reasonably familiar with computers. However, there are almost infinite possibilities to customize the program for your own specific needs. We take great pride in offering that ability in a program that sells for a small fraction of the cost of most "customized" programs.

In the **Epic** and **Lyric** editions, you'll find a **Maintenance** menu at the top of the **Report Viewer** screens—and under **Report**

Definitions in the **File** menu. This allows you to customize the standard reports or to create new reports, but requires far more computer literacy than the main menu-driven features of the program.

You are not dependent upon us for this kind of customization. You may be able to do it yourself, or to hire a local expert. We put the architecture right out in the open for you, and make it as easy as possible. But if you want our programmer to do the customization for you, you will be charged his regular fee, which as of this writing is \$110 per hour.

Database Repairs

We have done everything we can to provide automatic repairs of database problems, even if the problems occurred because of user error, user neglect, or corrupt or failing hardware. These features include the various reindexing options, data integrity tests (which include repairs), recalculation of liability accounts, resetting of beginning balances, repairs of damaged memo files, purging and refreshing of keys, etc. These are menu options within Publishers' Assistant, or, in some cases, installed with the program but accessible outside of it. If you need help or advice in using them, that falls within the definition of user help, and is provided at no charge to those with a valid maintenance agreement.

However, if your database becomes corrupted in ways that cannot be repaired by the features within the program, and if fixes are complex, we cannot offer to make repairs free of charge. You may be able to arrange for such repairs with a local expert, preferably one who is familiar with Visual FoxPro. If you would like to make arrangements with our programmer for such repairs, we will make the referral, but he will charge for the service.

As an exception, we may agree to waive charges if we believe that the problem was caused by a defect in the program. However, that determination must be made by us.

Networking Issues

If you are using a network version of Publishers' Assistant, we assume that you, or a local consultant, have set up the network and have the knowledge to maintain it. All networking functionality of Publishers' Assistant is typical of Windows applications. We cannot provide technical assistance in setting up or maintaining a network. However, if you or your network consultant have questions specific to operation of the Publishers' Assistant program, feel free to ask at any time.

Suggestions For Program Improvements

Publishers' Assistant, in various versions, has been in use since 1989. A great many features have been added and revised as the result of suggestions from hundreds of users. We want your input; changes that you suggest will not only make the program work better for you—but will help us to assure that Publishers' Assistant remains the most useful program of its kind for other independent publishers as well.

As you use the program, you will undoubtedly think of things we could do to make your work easier and more efficient.

If you absolutely need a new report (or other feature) and need it now, customization is the solution. Also, if it's a feature that may not be of use to many other users, you should customize. But that may be relatively costly unless you have the computer expertise to do it yourself. If you have an idea for a new report or other feature that would be useful to you, and to other users, please feel free to suggest it for a future upgrade.

Every suggestion we receive from a Publishers' Assistant user for an upgrade will be carefully considered and implemented if (a) it is feasible and (b) we believe it will be useful to other users. Please be as specific as possible. Which screens should be modified, in exactly what ways? What new reports would you like, with explicit details?

The place to suggest improvements is the Web site: www.pubassist.com. That is the central location for upgrade ideas. If for any reason you cannot access the site, please e-mail your suggestions, or send them by regular mail. We do not have an efficient way to keep track of upgrade suggestions that are conveyed by telephone.

Installing Publishers' Assistant

This is a typical Windows installation, meaning that there are, of course, at least six ways to do it. One common way would be to insert the CD, then click on **Start**. Click on **Settings**, then **Control Panel**.

Choose **Add/Remove Programs**, then **Install**. If your CD-ROM is Drive D:, the screen should identify it as **D:\Setup.exe**. Assuming that everything looks okay, click on **Finish**, and follow the prompts. We strongly recommend that you agree to the default directories unless you are a computer whiz and have reasons to make other choices.

The major defaults will be to put the program in a directory of its own name in the computer **Program** files. The **Data** default is to be stored in a subdirectory called **DATA**. As an alternative, if you are installing the Demo version to test, you can choose another subdirectory called **SAMPLEDATA**. This has some fake records in it—sample customers, titles, invoices, marketing codes, etc.—to allow you to test reports and other functions without having to put that kind of information in first. If you use the **SAMPLEDATA** directory when testing the Demo, don't forget to switch to the **DATA** directory when you start entering your real customers, orders, titles, etc.

The final screen will ask for your Customer No. and your Registration Code. If you have purchased the live program, you should have been furnished with these numbers and be able to enter them. If you are installing the Demo, click on **Register Later**. In that case, you will be able to open the program 24 times, and register it at any time after purchasing the live program.

If you choose to register the program later, you can reach the registration screen at any time. From your desktop, click on **Start**, **Programs**, **Publishers' Assistant**, and **Publishers' Assistant Registration**.

To Put a Shortcut on Your Desktop

Go to **Windows Explorer**, then click on the **PUBASSIST** directory. (If this is not listed independently, look for it under your **Program** files. From the list of files, find **Pubassist.exe**. Right-click on the file. From the little menu that pops up, choose **Create Shortcut**. Then left-click on the shortcut, holding the button down, and drag it to your desktop.

One more step may be useful. This program would normally be run with a full window. To open it up that way, right-click on the shortcut icon and choose **Properties**. From the **Shortcut** tab, in the field marked **Run**, choose **Maximized**. That way, whenever you open

up the program, it will come up as a full-screen image as you would usually use it.

The First Time You Open the Program . . .

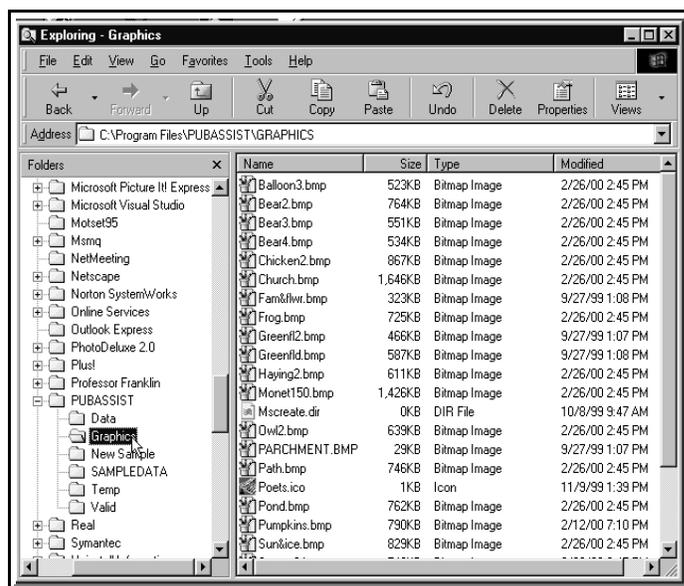
Assuming that you chose the **DATA** directory to store the files that you enter (customers, titles, sales, etc.), the first time you enter you might get a message that some files are missing, with a question asking if you would like those files to be created. Say "Yes." This simply means that the very latest versions of the empty files are being created for you.

If you are upgrading from an earlier version, once you are in the program, you should restore your report definitions, to make sure that you have the latest versions of the reports. This is in the **File** menu on the opening screen. Choose **Report Definitions**, then **Restore**. You will receive a prompt saying that if you have any customized reports, they may be re-named. This should not cause any problems—it's a feature to protect your customized reports. If you do not have customized reports, just ignore the prompt.

Removal of Screen Graphics



The **Epic** and **Lyric** versions come with colorful graphics on almost all screens. Some users love the graphics, and others say they make the screens look too busy. Therefore, we provide an easy way to remove the graphics if you don't want them.



Use this screen to delete graphic files

To do so, go to **Windows Explorer**, and click the plus sign next to **Program Files**. Scroll down to the **PUBASSIST** directory, and click on the plus sign next to it. Several subdirectories will now be listed. Click on **Graphics**.

On the right, you will now see a list of files, most of which end with a “bmp” extension. The names are descriptive, but if you want to be sure which is which, you should be able to view any graphic by double-clicking on it. To remove the graphic from the program, you may use the **<Delete>** key.

Most users will want to keep the Monet painting on the opening screen. In that case, there are two graphics files that should be maintained: *Monet150.bmp* and *TITLE_ART.BMP*. Most will also want to keep *Parchment.bmp*, which distinguishes certain screens without making them significantly busier. In any event, do not delete any file that has an extension other than “bmp.” There is, for example an Icon file, to use as your desktop shortcut. If you delete that, your shortcut will instead become the FoxPro™ fox.

Network Installation

Every network is different. The program must be installed on each computer, with the data pointed toward the correct location in the network.

Transferring Data from PiiGS 2 for DOS

If you are upgrading from an old PiiGS 2 for DOS program, you will need to copy your data files from the old program to the new one. The default directory for your old data was **c:\piigs2\data**. The default directory for your new Windows program files is **c:\PUBASSIST\data**.

There are, of course, many ways to copy files. You could, for example, go to DOS one last time and use the **COPY** command. Or you can go to **Windows Explorer**, click on the **PiiGS 2 Data Subdirectory**, use **<Ctrl>+A** to highlight all of the files, and **<Ctrl>+C** to copy them. Then, click on the **PUBASSIST Data** subdirectory and use **<Ctrl>+V** to paste them there.

The database is the same, so no conversion will be required. However, there will be two more simple steps to take the first time you enter the Windows program.

1. On entering the program, you will be asked about the origins of the DOS data files. Just choose **US-MSDOS** for each file you are asked about. Once you have made that selection for each individual file, you'll never be asked the question again.
2. After you are in the program, from the opening screen, click on the **File** menu at the upper left of the screen. Choose **Report Definitions**, then **Restore**. The report

definitions for Windows are slightly different from those for DOS, and this step will assure that you have access to all of the reports.

Converting PiiGS 1 Data

If you were a PiiGS 1 user and wish to convert your database, you must convert to a PiiGS 2 DOS program, then copy over to the Windows program.

Detailed directions and materials for doing this will be supplied with your upgrade.

Printer Setup

As with any other Windows program, Publishers' Assistant expects that you will have set up your printers in Windows itself. When you print a document, the default will be to the printer you have selected as the Windows default, but you can select any other printer that was set up in Windows.

You will notice that printer setup options, similar to those in Windows, appear on Publishers' Assistant menus. However, if you are adding a new printer, do so directly in Windows, not from inside of Publishers' Assistant.

Setup for One-up Dot-Matrix Labels

There is one situation in which you may have to use the setup function within Publishers' Assistant: If you will be using one-up address labels on a dot-matrix printer, special setup may be required within both Windows and Publishers' Assistant.

One-up labels are not handled well by Windows in its normal operations. Windows thinks in terms of full pages and messes up the label alignment whenever it tries to advance to a new “page.”

The solution to this requires some fussing with setup functions, but it's not difficult. Here's the procedure:

1. From your desktop, choose **Start**, then **Settings**, then **Printers**, then **Add Printer**.
2. Choose the manufacturer and printer model of your dot-matrix printer, from the easy-to-follow Windows menu.
3. Presumably, your printer has already been installed for conventional tasks, and you want to keep it available for those tasks. Therefore, when you choose the printer's “name,” make up another name. For example, if you are doing this setup for labels only, you might want to call it “Label Printer.”
4. Complete installation of the printer. You may have to insert your Windows disk to do this.
5. Once the printer is installed, right-click on the icon. Select **Properties**, then **Paper**.

6. For “Paper Size,” choose “Custom.” This will allow you to enter a “User-Defined Size.” What you want is the size of the label itself, expressed in hundredths of an inch. For example, if your label is four inches wide and three inches high (a typical shipping label), put 400 as the width and 300 as the height. Make sure that the “Paper Source” is “Tractor.”

Logically, the process should end there. But no, Windows requires another step. When you choose this custom paper size, Windows won't implement it unless you repeat the steps within the program you are using. Therefore, the first time you choose this printer driver for your labels, you will need to define the custom size again in Publishers' Assistant. Go to **Printer Setup** from the **File** menu to do this. If there is ever any question about whether the size has “taken,” you can choose **Setup Printer** the first time you are preparing to print labels. If there is ever a question about it during use, when you are ready to print labels, choose the printer, then click on **Properties** and set the paper size then and there.

In any event, once you have made the selection within both Windows and Publishers' Assistant, you shouldn't have to do it again. Next time you print one-up dot matrix labels, just choose the special printer driver, and the labels will print out perfectly.

We have encountered some installations in which the label-size definition doesn't hold, and “custom” needs to be chosen each time labels are printed. This is rare, and has to do apparently with certain printer drivers interacting with certain Windows installations. If you do have that problem, you'll have two extra keystrokes every time you print one-up labels, but that is a relatively minor inconvenience if labels are being printed in big batches rather than one at a time.

NOTE 1: If you use more than one size of one-up labels, you'll have to define a printer driver for each. For example, you may use 3-inch-high labels for packages, and 1-inch-high labels for mailings. No sweat—you'll just need a different driver for each size. Or, as an alternative, just redefine the “paper size” from the handy Windows print screen.

*NOTE 2: These steps are needed **only** for one-up labels. Any dot-matrix labels based on ordinary page sizes should need no special driver instructions. (We have, however, encountered some instances in which special driver instructions are needed for cheshire labels, because of the wide paper needed.)*

~*~

User Hints

The standard Windows conventions are, of course, used throughout the program, and need not be explained here. But as with most programs, there are also keyboard conventions that allow convenient shortcuts and save time. Your work will become easier once the shortcuts become second-nature.

Here are a few hints to help you get started:

- **To exit from a window or screen, saving the work you have done on it:** press <Ctrl>+<End>. Or, in many cases, you can just go to the bottom of the screen and choose **Exit** or **Continue** from the bottom menu, or click on the upper-right **X**. If the window you were in was part of a continuing process, this will take you to the next screen. If you have finished a procedure, it will take you back to the opening screen. For example, if you are entering a new invoice and have just completed putting in the customer Contact information, <Ctrl>+<End> will take you to the next screen for entering an invoice. If you have completed an invoice, <Ctrl>+<End> will take you back to the opening screen so that you can do something else.

- **To make a new entry without exiting back to the opening screen:** press <Ctrl>+ <Enter>. Or, in many cases, you can go to the bottom of the screen and choose **New** from the menu. For example, if you have completed an invoice and want to enter another invoice, use <Ctrl>+<Enter>. If you are done with invoices and want to go back to the opening screen, use <Ctrl>+<End>.

- **To exit from a window or screen *without* saving the changes you have made:** use the <Esc> key, or **Escape** from the bottom menu.

- **To add items to a list:** use the <Insert> key. For example, when you are adding a new title to the items ordered for an invoice, or if you are adding a new customer code or shipping mode, use the <Insert> key.

- **To switch to another part of the program:** always look at the top menu. The top menu changes to accommodate what you are doing at the moment. For example, if you are entering items ordered on an invoice and you have not restocked the ordered books, the top menu will allow you to press <Alt>+**T** to bring up the title data screen. The new top menu will allow you to press <Alt>+**A** to bring up the inventory corrections screen. Once you have put copies into stock, you can choose **Continue** (or <Ctrl>+<End>) and return to the invoice screen to enter the order for the newly stocked books. When you return to the main invoice screen, if you want to double-check the customer's history of orders or payments, use <Alt>+**H** for history reports.

(Needless to say, if you prefer, you can also click on the top menu items rather than using the keyboard.)

- **To eliminate extra keystrokes on a wide range of activities:** check the tool-bar on the left. Like the top menu, the tool-bar changes from screen to screen, to choose activities that are appropriate in different parts of the program. To confirm what a particular “tool” does, point at it with your mouse without clicking. If a tool is not appropriate for use from a particular screen, it will be busied out on that screen.

- **To find the previous record or next record:** Use **<Ctrl>+<PageUp>** or **<Ctrl>+<Page Down>**. This is a command that varies in “smart” ways, depending on where you are in the program. For example, if you are entering a receipt for a specific customer and want to look at an earlier receipt from that customer, use **<Ctrl>+<PageUp>**. If there are several earlier receipts, repeat the command until you find the one you want. Or, if you are reviewing the last invoice entered and now want to review the next-to-last, use **<Ctrl>+<PageUp>**. Publishers’ Assistant responds to the command in the way the program thinks you would want it to. For example, suppose you have two people named SMITH at Zip Code 05461. You choose one, but it’s not the one you want. You can find the other with **<Ctrl>+ <PageUp>** or **<Ctrl>+<PageDown>**.

NOTE: For this same function, on many screens there is also an icon on the toolbar on the left of the screen.

- **To search for something, use <F2>**. This is the “search” key throughout Publishers’ Assistant. You can use it to select an existing contact from a list. Or to find the Title ID for a book if you’ve forgotten it while invoicing. Or to check how many copies of a book are in stock, on the fly while you are invoicing an order. Or to find the specific Customer Code or Marketing Code you want to use, or the specific receipt type or delivery service. The list goes on—throughout the program, you can check on a variety of things or refresh your memory by using this key.

- **Make a mental note of shortcuts:** Publishers’ Assistant allows multiple ways of performing different functions. The “long” way, requiring the most keystrokes, is usually the most intuitive. Experienced users will want to find faster ways to choose frequently used functions. As an isolated example, to print a batch of invoices, you can get to the batch function with the **Sales** menu or get there more quickly with **<Ctrl> +B**. Or to change a county tax rate, you can use the **File** menu or pop up the function instantly with **<Ctrl>+O**. The shortcuts are usually listed next to the menu choices, as well as in this manual. The more experienced you become with Publishers’ Assistant, the more you will appreciate the time-saving shortcuts.

- **If a function requires too many keystrokes:** Use the **Macro** function. It’s quick and easy. If you are doing something that requires a multitude of keystrokes, you can easily combine the function into a single keystroke by creating a macro. To do so, use **<Shift>+<F10>**. Choose a key combination to define the macro (typically **<Alt>** plus a number or a seldom-used keyboard character). Type the keystrokes you want saved as the macro, then use **<Shift>+<F10>** again to end it. The macro will remain in effect until you have ended your current session of Publishers’ Assistant. If you want to keep it in effect for future use, go to the **Tools** menu and choose **Save Macros**.

- **If a report contains insufficient (or too much) information:** Many reports have both **Summary** and **Detail** versions. When you order the report, the top menu will say either **Summary** or **Detail**. If you are printing a **Summary** report that word will *not* appear at the top; instead the word **Detail** will show (or vice versa). In this case, you would click on the word **Detail** to change it from the Summary report.

- **To save or change a screen default:** Use **<Ctrl>+R** or click on the “Save Defaults” icon on the tool-bar. Suppose you want every new invoice to default to a standard comment line, or a particular mode of shipping, or certain payment terms. Create an empty invoice screen, with no information except what you want for the default. (To empty out fields such as the bill-to and ship-to addresses, use “X” where it asks you for “Y” or “N.”) Then press **<Ctrl>+R** or click the icon, and say “Y” (Yes) when you are asked if you really want to save the defaults.

- **If you need more help with any function:** First, hit **<F1>**, which will provide on-screen help on just about any subject. Then, check the manual. After that, if the issue is still unclear, then drop us an e-mail or call the toll-free line, a free service if you are testing a Demo, or have bought the program within the year, or if you have a current maintenance agreement. March 10, 2001

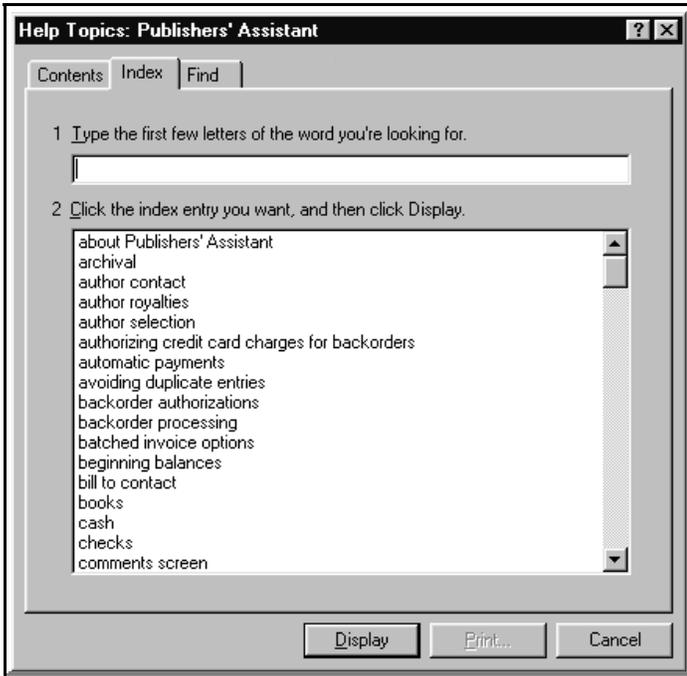
The Help Menu

You will usually access on-line help by using **<F1>** from whatever part of the program you encounter the need for help. However, the separate **Help** menu is useful in many circumstances. The menu contains two choices: **Help Topics on Publishers’ Assistant** and **About Publishers’ Assistant**.

Help Topics

This provides a convenient index and search mechanism, to find help on any topic. The help here is written independently of the manual, in slightly more technical language. If you have difficulty understanding the manual’s

explanations of a feature or function, check here, because the same ground will be covered in different ways, and, in many cases, in greater detail. You can search by category, or use the **Find** wizard to search by specific words or phrases.



Remember—You can also find user help by pressing **<F1>** from anywhere in the program.

About Publishers' Assistant

This screen shows the precise version of the program that you are using and summarizes the data you have entered into it.

The File Menu

Locate Database



When you installed Publishers' Assistant, the default location of your database was the **Data** directory in the PUBASSIST folder. If you've chosen that, then most users will never have a reason to use this menu item to assign a different location.

However, your database can be located anywhere you choose in your computer system or network. Some users may have more than one database; for example, if there are more than one publishing imprint for which records must be kept separately. If you are using a network version of Publishers' Assistant, of course, the location of the data must be the assigned to each computer in the network.

To select a different database, click on the appropriate location and a list of the database files (such as **Contact.DBF** for example) will appear. Click on any one of those files, and the new location will be assigned.

A Note About Validation Files

Validation files are codes and fields that can be easily added or changed by the user, for use in various parts of the Publishers' Assistant program. They include **Codes**, **Courier Services**, **Sales Tax Rates**, and **Receipt Types**. The various categories of validation files are all listed under the **File** menu (**<Alt>+F** or click your mouse).

Codes

The shortcut to this function from anywhere in the program is **<Ctrl>+D**.

There are two types of codes here: Customer Codes and Marketing Codes. They are all kept in the same database. When you enter a new code into the list, Publishers' Assistant does not know whether you will be using it as a Customer Code, Marketing Code, or perhaps both. The difference is only in how the codes are used.

Customer Codes are assigned to contacts (customers and anybody else in your database). The codes assigned to a contact will stay with that contact, although they may be changed at any time. Knowing that, you can use customer codes in any way you want. But most users assign a

Code	Description	Ent	Last Update
AVEB	ANIMAL COMM. WEB SITE	ST	08/05/1996
BDN	BIRD DOG NEWS (SWAN VALLEY)	AC	04/04/1997
BEST	BEST FARES MAGAZINE	LC	04/01/1994
BFM	BEST FRIENDS MAGAZINE (PEGASUS)	LC	05/15/1995
BKST	bookstore	LC	10/20/1989
BLP	BOTTOM LINE PERSONAL	ST	11/20/1996
BMS	body mind and spirit ad	LC	10/20/1989
BOOK	READ ABOUT IN A BOOK	LC	10/24/1994
BOST	BOSTON GLOBE	KL	02/27/1998
BOYS	BOY SCOUTS OF AMERICA	KL	04/08/1998
BSU	BOOK STACKS UNLIMITED (WW WEB)	LC	05/15/1995
BUSW	BUSINESS WEEK	ST	10/07/1996
BZ	BOOKZONE (WW WEB)	LC	05/15/1995
C2PC	CARING 2 POSTCARD	KL	12/19/1997

As with any list, press the **<Insert>** key to add another code.

customer code to define the category of customer or other contact. For example, you may want to use BKST for book stores, LIBR for libraries, DIST for distributors, WHOL for wholesalers, RET for retail customers, etc.

The coding is useful for mailing labels and various reports. For example, if you want to send a mailing to all libraries

on your list, and the code for libraries is LIBR, just choose that code and run off the mailing labels. If, for the purpose of business analysis, you want to know how many books were sold to wholesalers, to libraries, to bookstores, and to retail customers, you can run off reports that summarize sales to each of those categories.

You can assign as many Customer Codes to an individual contact as you like. If a single customer is a bookstore owner, and also a member of your club, a free-lance reviewer, and a subscriber to your newsletter, and you have codes for all of those categories, you can give all of the codes to a single contact.

Marketing Codes are assigned to individual invoices, rather than to the contact. Knowing this, you may use them any way you want. Most users assign Marketing Codes based on the promotion to which the customer responded when ordering. For example, if the customer ordered a book in response to the author's appearance on WIZN radio, you may assign a WIZN code or, for practical purposes if the author appears on many radio stations, a more generic RAD code. If the customer responded to a mention of the book in the New York Times, you might want to assign an NYT code.

If properly used, Marketing Codes can help you to judge the success or failure of each type of promotion. For example, if you place an advertisement in New Age Journal, you will want an NAJ code. After a month, you can determine how many books were ordered by people responding to the advertisement. That should be useful in determining whether it is worthwhile to renew the ad. In a more general sense, Marketing Codes can help you to determine which types of promotions are working and which aren't. If you are selling lots of books from your author's radio appearances but relatively few from print advertisements, then you might want to concentrate your promotional efforts on radio.

Marketing Codes, like Customer Codes, can also be used to define a set of mailing labels. For example, if you want to send a mailing to everybody who responded to an article in the San Francisco Examiner and you used an SFEX code for those book orders, you can easily print out labels for everybody with an SFEX order.

As with Customer Codes, you can assign as many Marketing Codes as you want to any individual order. For example, if your customer placed his/her first order in response to a radio appearance by your author and you stuffed your fifth catalog with that order, you might want both RAD and CAT5 codes when the customer orders from the catalog. Potentially, that could give you an indication, when you run off a later report, of how useful it is to stuff your catalogs with various types of orders.

In any event, the next time a customer orders, the default will be the Marketing Code(s) used for the last order. You can either add to or change the Code(s) for the new order, without affecting the tracking of the previous order.

Changing Codes with “Search and Replace”:

Suppose your list of codes is becoming too cluttered. You want to consolidate the list into a smaller number of codes.

Here's an example. If your author has made a number of radio appearances and you had assigned Marketing Codes for each radio station, WXXX, KSYB, WXYZ, etc., that might have been useful for a while. Publishers' Assistant would keep track of the fact that you sold 2 books from one of the radio appearances, 76 from another, etc. But now, a couple of years later, you're tired of looking at all of those code fields. You want to change to a more generic RAD code, to easily compare the sales from radio appearances to those from reviews, advertisements, mailings, etc.

There is no menu item labeled “Search and Replace,” but you can easily change the records, globally, for every contact with a specific Customer Code or every order with a specific Marketing Code.

Just find the code you want to eliminate from the list and change it to the code you want to change it to. Yes, the code you want to change it to may already be on the list, but don't worry: Publishers' Assistant knows that. For example, if you want to change all WXXX codes to an RAD code, just replace WXXX with RAD. Publishers' Assistant will prompt you to make sure that you want to change every instance of WXXX to RAD. The program will whirl and spin for a brief period (usually very brief, unless you have a slow computer or huge database) and replace every WXXX code with RAD. Then, the extra RAD code will automatically be marked for deletion.

Counties and Tax Rates

The shortcut to this function from anywhere in the program is **<Ctrl>+O**.

Use this function *only* if you are required to collect county taxes. The county will not print out on the address, but will compute the appropriate tax for your customers when orders are taxable. To enter the appropriate information, use the following steps:

1. Use **<Insert>** to enter a new county name.
2. Enter the two-letter abbreviation of the state in which the county is located. (To find a list of valid state codes, use **<F2>**.)
3. Enter an easy-to-remember abbreviation of the county name, then the full county name.

4. Enter the tax rate.

Then, when you invoice a taxable order, be sure to include the county abbreviation. If you forget which abbreviation to use, you can retrieve the list with an <F2> pop-up screen.

Note: While the County Tax function is designed for US publishers who must collect both a state and county tax, it

St. Abbr.	Cnty. Abbr.	County Name	Tax Rate	Entered By
UT	ADDI	ADDISON	0.00	STC
UT	CALE	CALEDONIA	0.00	STC
UT	CHIT	CHITTENDEN	0.00	STC
UT	ESSX	ESSEX	0.00	STC
UT	FRAN	FRANKLIN	0.00	STC
UT	GRAN	GRAND ISLE	0.00	STC
UT	LAMO	LAMOILLE	0.00	STC
UT	ORAN	ORANGE	0.00	STC
UT	ORLN	ORLEANS	0.00	STC
UT	WASH	WASHINGTON	0.00	STC
UT	WIND	WINDSOR	0.00	STC
UT	WNHM	WINDHAM	0.00	STC

Counties are to be entered *only* if you collect their sales taxes.

can be adapted for other situations requiring collection of two taxes. For example, Canadian publishers might want to use the “County Tax” function for computation of the GST and the “State Tax” function for the provincial taxes. Or US publishers who must collect city taxes but not county taxes may use the function for that purpose. If you need to collect three taxes from some customers, the third tax (such as a city tax) will need to be assigned to an adjustment line. You’ll need to compute the tax yourself with each order in that case, but an Adjustment Line Report will total the amount collected for the periods in which you are required to submit payments.

States and Tax Rates

The shortcut to this function from anywhere in the program is <Ctrl>+A.

The program comes with a listing of standard two-letter abbreviations of US states, Canadian provinces, US territories, and US military-address designations. You can revise the list any time you want. When you fill in two-letter address fields on the Contact screens, they will be accepted only if they are validated here.

If you must collect sales or value-added taxes for any of the states, provinces or other entities listed, enter the tax rate.

In some states, only the price of the items purchased is taxable. In others, the shipping charge is also taxable. To clarify that issue, enter **Y** (Yes) or **N** (No) in the **Tax Shipping?** column.

*Note: The **Tax Shipping?** question is asked for state tax rates, but not for county tax rates. Publishers’ Assistant assumes that if shipping is taxed by a state, then it is taxed by counties within that state. Therefore, if you must collect*

Abbr.	Full State Name	Tax Rate	Tax Shipping?	Entered By
AA	(Military)	0.00	N	***
AB	Alberta	7.00	Y	KL
AE	(Military)	0.00	N	***
AK	Alaska	0.00	N	KL
AL	Alabama	0.00	N	***
AP	(Military)	0.00	N	***
AR	Arkansas	0.00	N	KL
AS	American Samoa	0.00	N	***
AZ	Arizona	0.00	N	STC
BC	British Columbi	7.00	Y	STC
CA	California	0.00	N	KL
CO	Colorado	0.00	N	KL
CT	Connecticut	0.00	N	KL
DC	District Of Col	0.00	N	KL
DE	Delaware	0.00	N	***

Be sure to let the program know whether the shipping charges are taxed.

*a county tax and shipping is included in the tax, then be sure to answer **Y** for the state, even if no state tax is collected.*

Courier Services

The shortcut to this function from anywhere in the program is <Ctrl>+H.

The program comes with a workaday listing of popular shipping services, such as Book-Rate, Priority Mail, UPS, UPS Red, RPS, Global Priority, Federal Express, etc. You can add to or modify the list at any time.

When you add a courier service, you will be asked whether or not it is USPS—in other words, whether it is a service of the US Postal Service. The reason for this is that Publishers’ Assistant may need to use a different address if you are shipping books with a non-postal courier.

Many customers have both a postal address—for example, a post-office box—and a separate courier address—usually a street address—for deliveries by UPS and other non-postal services. You’ll want to enter the postal address into your database, even if that is not the address used for delivery of the parcel. That is the address to which you’ll be sending future catalogs and other promotional mailings, or to write a letter to the customer if the check bounces. But you’ll also need to enter the separate courier address for delivery by a non-postal service.

When you enter an invoice, if you choose a postal delivery service, the postal address will appear as the ship-to on the invoice and on the mailing label. If you choose a non-

postal service, the “Courier Address” (if you've assigned one) will print out as the ship-to address on the invoice and on the label.

Receipt Types

Courier	USPS?	Entered By	Last Updated
Air Mail	Y	RWL	07/25/1996
Airborne Express	N	RWL	07/25/1996
BEST WAY	N	KL	11/06/1997
Book Rate	Y	RWL	07/31/1992
Express Mail	Y	RWL	07/25/1996
Federal Express	N	RWL	07/30/1992
First Class Mail	N	LC	05/25/1994
First Class Mail	Y	RWL	07/25/1996
Freight Collect	N	RWL	07/25/1996
Global Priority	Y	RWL	07/25/1996
Priority Mail	Y	LC	07/20/1994
RPS	N	RWL	07/25/1996
RPS Collect	N	RWL	07/25/1996
Special Delivery	N	RWL	10/21/1994
Surface Mail	Y	RWL	07/25/1996
Truck	N	RWL	07/25/1996
U.S. Postal Service	Y	RWL	07/30/1992
Unspecified	N	RWL	11/04/1992
UPS	N	RWL	07/30/1992
UPS 3-Day Select	N	RWL	07/25/1996
UPS Blue	N	RWL	03/07/1996
UPS BLUE a.m.	N	KL	06/10/1998
UPS Collect	N	RWL	07/25/1996
UPS Consignee	N	RWL	07/25/1996
UPS Red	N	RWL	07/25/1996

A sample of possible Courier Services

The shortcut to this function from anywhere in the program is **<Ctrl>+Y**.

Receipt Type	Credit Card?	Entered By	Las
American Express	Y	RWL	08/
Cancel Debt	N	RWL	10/
Cash	N	RWL	08/
Check	N	RWL	08/
Discover	Y	RWL	08/
Mastercard	Y	RWL	08/
Money Order	N	RWL	08/
Other	N	RWL	02/
Visa	Y	RWL	08/

The program needs to know whether a receipt type is a credit card, as they get extra treatment.

A standard list of common receipt types— Check, Cash, Money Order, Visa, American Express, etc.—comes installed with the program. You can change or add to the list any time you want.

When you add a new receipt type, you will be asked whether or not it is a credit card. This is because credit-card receipts are treated a little differently from others. For example, when you enter a credit-card receipt, a new field will open up to record the card number. The card number

(as opposed to, say, a check number) will be saved in the customer profile, as a default for the customer's next order. If the customer returns a book, the program will note the refund to the credit card account. When you fill backorders, Publishers’ Assistant offers procedures for easy authorization of the credit-card charges, if there are any in the batch of backorders.

~*~

Report Definitions

Most users will make only infrequent use of this item on the **File** menu, but it is an important feature for those who want it. The two options it offers are **Maintenance** and **Restore**.

Maintenance



The **Maintenance** menu is for customizing existing reports or creating new ones. It is for computer-savvy users, or for those who may wish to hire an expert to customize reports. In practice, if you want to customize a report, you can also choose **Maintenance**

from the **Report Viewer** screen of an existing report, rather than going to the **File** menu.

This is a truly elegant feature of Publishers’ Assistant; it allows for almost unlimited customization, in a program that sells for the price of over-the-counter software. You can make Publishers’ Assistant fit your business exactly, just the way you would if you could afford hundreds of thousands of dollars to hire a programmer to design a program from scratch, just for you.

However, unless you are proficient in Visual FoxPro (the underlying program for Publishers’ Assistant) or similar dBase-type programs, you won't find this feature to be friendly. Also, we do not offer free user help with it, under the terms of our maintenance agreement.

We do offer information about customization in the **<F1>** Help menus. Feel free to explore it. You should be able to tell quickly whether your level of computer skill makes you comfortable with it. If not, we recommend that you hire a knowledgeable person for any customization. That won't be cheap, but will still cost a small fraction of what you might have spent customizing other industry-specific software.

Restore

Whenever you upgrade to a newer version of the program, one of the first things you should do upon entering the program is to restore the report definitions. This simply defines the reports as they were written for the current version. If you forget to do this, you might have “old”

reports that make no sense in a newer version of the program.

Also, if you've tried to make some modifications in reports, and they didn't work out and you want the original reports back **Restore** is a quick-and-easy method of doing that. It will undo your changes and return the features to those that originally came with the program.

In this case, **Restore** makes an effort, in a smart way, to also save alternative and customized reports that you have written. Your custom reports will be identified with the letters **UDR** (for "User-Defined Reports").

The program will alert you to the possibility of re-naming your custom reports, and may do so even if you don't have any such reports. If you do not have custom reports, you can ignore the message.

~*~

System-Wide Options

The shortcut method to reach this menu from virtually anywhere else in the program is **<Ctrl>+S**, then (if that didn't get you there immediately) **<Ctrl>+S** again. This is handy because you may, on occasion, want to change a system-wide option for a few unique invoices or other reports, then change back.

You'll get a screen with five tabs. You will probably want to accept most of the default settings. However, Publishers' Assistant is designed to give maximum flexibility for all users, so it is worthwhile to scan the list of options to determine whether changes will be helpful to your business. One thing that you will definitely want to do here is to establish yourself as the "Owner Contact" and probably enter a separate letterhead for invoices and reports.

The Owner Tab

Enter or Select Owner Contact?

You *must* fill in this field to establish yourself at the person or company owning and using the program. Some functions of the program, such as inventory tracking, need to connect the numbers to an owner/contact and will become confused if the field is blank.

When you say "Yes," a Contact screen will appear. (In Publishers' Assistant, all "Contacts" are treated alike, whether they are customers, authors, suppliers, sales reps, or, in this case, yourself. You can give yourself customer codes if you'd like or exclude yourself from mailing if you don't want to mail catalogs to yourself.)

NOTE: If you have more than one warehouse, you might want to have an "Owner Contact" for each warehouse.

Your inventory reports will keep track of which owner-contact has which books. When invoicing, you would switch owner contacts to the one that has the books you are selling, and from which the books will be shipped. For some of our larger users, this feature has been a major factor in streamlining operations.

If you do not enter a separate letterhead (see next), the name and address will default as the letterhead for invoices and reports. Regardless, it will show up in other places. For example, when you enter a purchase order, the Owner Contact address will default as the "Ship-To" address. For that reason, if your UPS address is different from your postal address, be sure to fill out the "Courier Address" field. (This will default as the address if you request that the shipment be sent by a non-postal delivery service.)

Enter or Edit Letterhead?

The screenshot shows a dialog box titled "System-Wide Options" with five tabs: Owner, Orders, Inventory, Liabilities, and General. The "Owner" tab is selected. It contains three fields with "N" in a small box to the right of each label:

- Enter or Select Owner Contact?**: A text box containing "UPPER ACCESS BOOKS", "PO BOX 457", "ONE UPPER ACCESS ROAD", and "HINESBURG, VT 05461".
- Enter or edit letter head?**: A text box containing "UPPER ACCESS BOOKS", "PO BOX 457", "HINESBURG, VT 05461", "802/482-2988 - FAX 802/482-3125 - ORDERS", and "800-310-8320".
- Suppress letter head on reports?**: A checkbox that is currently unchecked.

An "OK" button is located at the bottom center of the dialog box.

You must enter your company as the "Owner Contact" because inventory reports will look for that information.

What you enter here will default as the letterhead on invoices, packing slips, and other reports. If left blank, the **Owner Contact** name and address will become the default letterhead. The reason for entering a separate letterhead is that you may want to include additional information, such as your phone and fax numbers, e-mail address, URL, SAN, Federal ID number, etc.

Note 1: The Letterhead field is free-form; you can type in as much information as you want. However, if you make the lines too long or there are too many lines, you might find that not all the information prints out. This will vary depending on your printer and other factors. In general, the lines should be limited to 35 characters. But if you want a longer line, try it and see if it works. You can always go back and change it.

Note 2: The more lines you have in your letterhead, the lower the body of your invoices and other reports will print out. Therefore, if you enter too many lines, then an invoice (for example) might print out with the bill-to address too low to conveniently accommodate a window envelope. It's worth experimenting with this, to get the ideal number of lines in your letterhead, while keeping invoices and other documents convenient to fold into window envelopes.

Note 3: With some printers, the letterhead might print too close to the top of the page. If this happens, just put a hard return (<Enter>) at the top to move the text down.

Suppress letterhead on reports?

A few users prefer to print invoices and other reports on their letterhead stationery rather than on plain paper. If that is your preference, choose “Yes.” Otherwise, choose “No,” so that Publishers’ Assistant will print out the letterhead.

The Orders Tab

Auto add invoices to print batch?

Most users will say “Yes.” The **Batch** function is a tremendous time-saver. It allows you to print an entire batch of invoices, packing slips, and shipping labels at once, rather than individually. It also allows you to print a pick list for the batch, to save time and improve quality control in the packing room.

You can, of course, choose to **Batch** or **Unbatch** any individual invoice. By saying “Yes” here, you are simply setting the default to **Batched**, saving a step if you normally choose to batch most invoices.

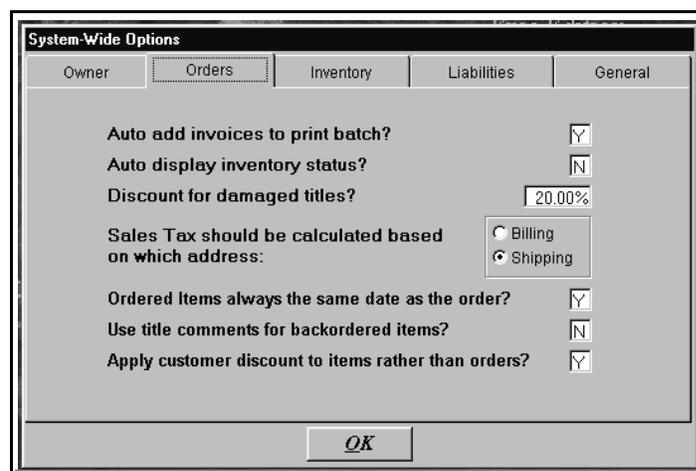
Auto display inventory status?

If you say “Yes,” then every time you enter an order for any of your titles, the quantity in stock of that title will show up in a pop-up window. This can be handy at times, but it might be irritating to get the window every time you invoice an order. Most users will want to set the default to “No.” In practice, when you are entering items you can always get the pop-up showing quantities in stock by hitting <F2>. Most users would rather do that when the information is needed, instead of seeing the information pop up automatically for every item ordered.

Discount for damaged titles?

Most publishers have a supply of slightly scuffed books that were returned by bookstores or that arrived from the printer with small blemishes. The growing practice is to sell them to customers at a discount rather than shredding them. Publishers’ Assistant makes it easy to do that. If your standard discount for damaged books is, say, 20%, enter that figure here. The **Inventory** functions of Publishers’

Assistant make it easy to keep track of how many slightly damaged copies of each book you have in stock. When your customer orders a damaged copy, the discount entered here will automatically be computed on the invoice. If you want to change it on any specific order, you can.



The choices you make here will tell the program what to do when you enter an invoice.

Sales Tax should be calculated based on which address?

Check with your state or county tax department. If a customer buys a book for you to ship to somebody else, do you charge sales tax based on where your customer lives or where the person who receives the book lives? The laws on this seem to vary from state to state, so we give you a choice.

Ordered items always the same date as the order?

Suppose you put in an order today, but don't complete it. Tomorrow, you will add the books the customer ordered. For calculations by reports, do you want the program to think that the book was ordered today or tomorrow? The date on the order is today, but the book will be registered as ordered tomorrow. This may seem like a minor issue, but it could become significant if, for example, you are re-creating old invoices to fill in gaps in your records. Most users will want to say **Yes** to this, because of the “order date” of each book is the same as the date on the order, tracking can be less complex.

Use title comments for backordered items?

This is a neat feature that some users have found to be a godsend. If you say **Yes**, then when you backorder a book, the comment line on the book inventory screen will be printed on the backorder invoice. For example, if your inventory comment is “This book will arrive from the printer in April and we will ship all orders at that time,” that comment will print next to the item on each backorder invoice. Of course, if you expect to use this feature, you

will have to be careful to have appropriate comments on the inventory screens of books that are likely to be backordered.

Apply customer discount to items rather than orders?

Suppose Ingram, as an example, orders copies of five different titles. You give Ingram a 55 percent discount for the full order. How do you want to calculate that discount? Do you want to add up the cover price of all the books ordered, then subtract 55 percent from that? Or do you want to subtract 55 percent from the price of each title? The difference in the totals may only be a few cents, but life is easiest if you calculate discounts the same way your customers do. Most wholesalers will calculate the discount on each title, so most users will want to say **Yes** to this.

The Inventory Tab

Automatically post liabilities & inventory?

Almost all users will want to say “Yes.” It simply means that when you sell a book or post a receipt, the program will automatically, immediately, take the book out of inventory and begin tracking the amounts you may owe to others, such as authors or sales reps.

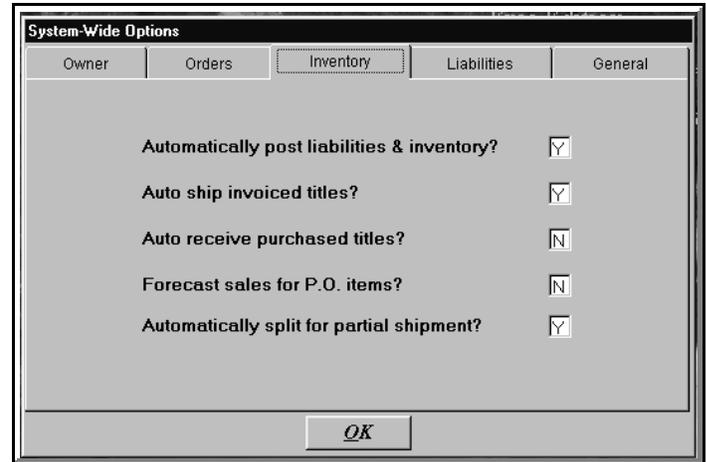
The only reason to say “No” would be if your computer is old and slow. Automatic updating extends the time it takes the computer to “save” an invoice. With a modern PC, the extra time will not even be noticed. If you’re struggling with a really old machine, you can speed things up a bit by entering “No” here.

By saying “No,” however, you will incur additional obligations. In that case, you will have to periodically do a “Daily Closing” from the **Finance** menu. This will bring inventory and liabilities up to date. (It doesn’t inherently have to be done daily, but should be done often and would definitely be needed before running major reports, such as royalty and sales-rep reports.) Also, because inventory would not be adjusted with each order, it would be important to take care not to invoice orders for more books than you have in stock. In short, the “No” option should be avoided unless it is needed to improve speed. And even then, the speed issues can be taken care of much more satisfactorily by upgrading your hardware.

Auto ship invoiced titles?

Most users will want to say “Yes” to this. It means that when you finish invoicing an order, the program will consider the books to be shipped. That may not technically be true—there is inherently some time lapse between printing the invoice and shipping the order. But it will save you from the extra step of later declaring the orders to be shipped.

If you say “No,” the status of the orders will remain “Open,” or, if they were prepaid, “Paid.” Then, when you receive word from the packing room that all invoices in a batch have been shipped, you can give the program a batch command to change the status to “Shipped,” or, in the case of prepaid orders, “Closed.” Or, of course, you can choose to go back to each invoice individually to change the status.



Most users will prefer to stay with the choices shown above on this screen.

*Note: An obvious exception to the above is if the terms of the order are **Pro Forma**. In that case, the books will not be considered shipped until a receipt has been posted. Inventory will be considered “committed,” however.*

Auto receive purchased titles?

Most users will say “No.” There are two ways to add titles to inventory: through **Purchase Orders** and through **Inventory Corrections**. Usually, the **Purchase Order** function is used when you are ordering books from another supplier. It is mailed or faxed to the supplier, and the books are not put into inventory until they arrive. In cases when the books have already arrived in your warehouse and there was no earlier purchase order, it is usually easier to restock by using the **Inventory Corrections** function. If you say “Yes” here, the program will default to the assumption that when you use the **Purchase Order** function, books should be added to inventory immediately at the time they are ordered.

Forecast sales for PO items?

This can be a useful feature if you carry books from a number of other publishers or suppliers in your catalog. When you place a purchase order for more copies, Publishers’ Assistant can alert you if a book has been selling faster than usual and if there are other titles from the same supplier for which inventory is low. If you’ve filled

out all the information on the inventory screens, such as case count and how long it usually takes to have orders filled by your supplier, that information will be taken into account in the forecasts.

Automatically split backorders for partial shipment?

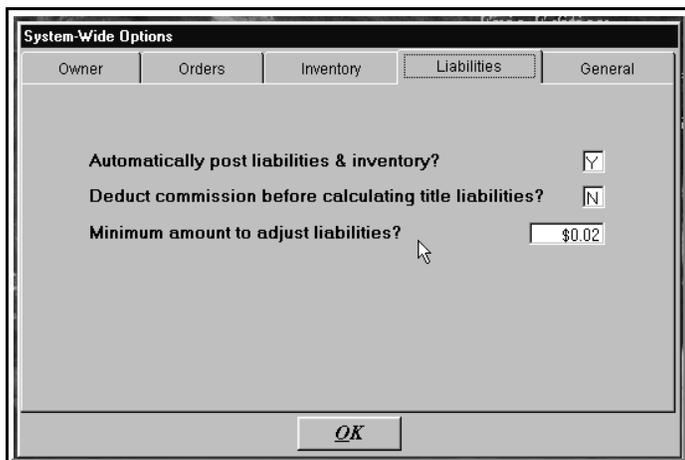
Suppose you have backorders for 2,000 copies of a book, but only 1,500 copies come from the printer. Suppose one of your customers had backordered 100 copies, but when the backorders are being processed, by the time the computer comes to that customer, you have only 75 copies left. Do you want to process part of that order, and send your customer the 75 copies that are available? Or do you want to hold back until you have all 100 copies that the customer ordered? Say **Yes** if you would want to make the partial shipment.

The Liabilities Tab

The first question is a repeat from the Inventory tab about automatically posting liabilities and inventory. As discussed in that section, except in very unusual circumstances, you should say **Yes**.

Deduct commissions before calculating title liabilities?

When you calculate royalties for your authors, do you want



The only significant question here for most publishers would be deduction of commissions.

to deduct sales-rep commissions paid before computing the author's percentage? If you carry books from other publishers on consignment, do you want to deduct sales commissions before computing the consignment payments? If so, answer **Yes**.

Minimum amount to adjust liabilities?

This is a relatively obscure issue for most users, who will just want to keep the default of \$0.02.

If you want to know or if it does become an issue for you,

here is the explanation. Liabilities, as far as Publishers' Assistant is concerned, consist of payments you owe to authors, sales reps, and, other publishers if you are helping to sell or distribute their books on consignment. In each instance, Publishers' Assistant gives you a choice. Do you incur the liability when the books are shipped or not until the books are paid for?

Suppose you decide to incur liabilities when the books are shipped, rather than when they are paid for. And suppose, when you are paid, what you receive is a little less or more than what was billed. Do you make an adjustment to the amount owed to an author, a sales rep, or to another publisher? Under the default, if the difference in amount received is less than 2 cents on the dollar, then no adjustment will be made. Knowing that, if you wish to expand or contract the adjustment range, Publishers' Assistant gives you the capability to do so.

The General Tab

Default Transaction Date (today's date):

The date shown is what Publishers' Assistant thinks is today. When you first entered the program, you saw the date from your computer clock. If your computer clock was wrong, you probably changed it to today's date. There may be times when you want to "fool" the computer into thinking it is another date. For example, the power might have been out yesterday, and you shipped a few orders without entering them into Publishers' Assistant; you now want to enter those orders with yesterday's date. Or, if you are a new user, you may want to enter some old orders so that they will be in the historical records. Here you can change the default date without having to exit and re-enter the program.

In general, however, you won't even have to get to this menu to change the default date. If you change a date on a record—such as an invoice or a receipt—the program will ask if you want to continue using that as the default date.

Use default date for last updated?

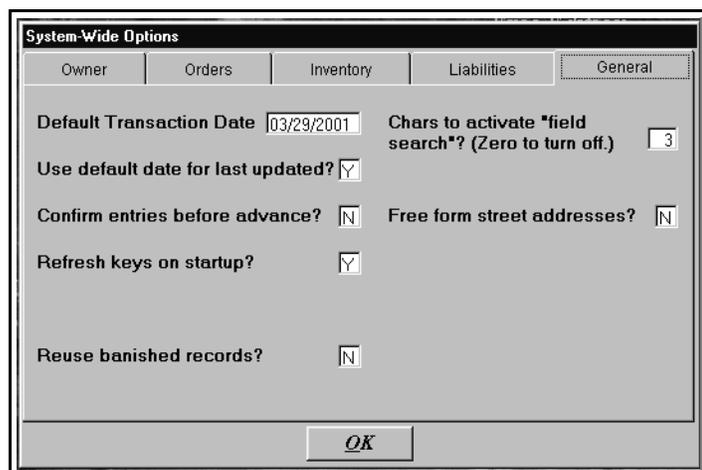
When you retrieve or report on records, the program will tell you when the records were "last updated."

Suppose you are going back and correcting old invoices or other records, setting back the "default" date to sometime in the past. In such cases, do you want the "last updated" field to be the old date you put in? If so, say "Yes." If you want the program to keep track of the fact that you actually updated the records today, say "No."

Confirm entries before advance?

The vast majority of users will choose "No." However, if you are new to computers and feeling unsure of yourself,

you may want to choose “Yes” until you become more accustomed to the program. “Yes” means that when you fill a field, you will need another keystroke, such as <Tab>, in order to advance to the next field. That gives you a chance to look at your entry to make sure it's right before moving



This screen has a few key questions that will affect overall operation of the program.

on. The disadvantage is that it slows down data entry. Once you are accustomed to the program, you will want fewer keystrokes, not more.

Refresh keys on startup?

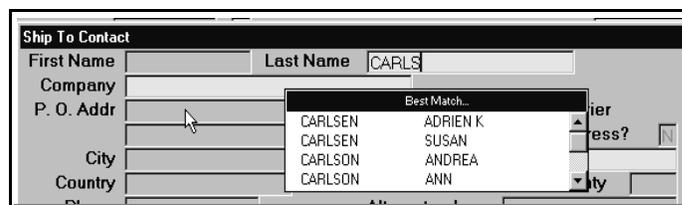
This is an extra step that we offer to spot and correct possible corruption in your database. It will prevent any repetition of the internal sequential numbers that Publishers' Assistant assigns to various records. The chances of this happening are very slim anyway, but we like to guard against any possible hazard that could occur, even hypothetically.

If you say “Yes” to this option, then every time you sign on to Publishers' Assistant, your computer will whirl and spin a little longer while the keys are refreshed. If that doesn't seem like a problem, then we recommend that you use this option. If you are truly annoyed by the delay, and are willing to live a little dangerously (by turning off a protection against a problem that's fairly unlikely to occur anyway), then say “No.”

Reuse banished records?

Most users will want to say “Yes.” Without getting into an overly technical explanation, this means that the disk space that had been used by a now-banished record will be reused. That saves disk space. However, reusing can slightly extend the time Publishers' Assistant takes to save new invoices, receipts, etc. Therefore, if your computer is functioning slowly and time is more important than disk space, you might want to consider saying “No.”

Characters to activate field search?



How quickly do you want this box to pop up to determine if the person is already in the database?

When you enter a “Contact” (a customer, author, supplier, sales rep, or just somebody to add to your mail list), Publishers' Assistant will search to see whether the person or organization is already there. If so, you'll be able to select that contact from a pop-up screen, using the <F2> command or the mouse. The question is how quickly should Publishers' Assistant begin that search and show similar names on the screen? If it begins with the first letter you type, it will find every last name or organization beginning with that letter. With a big database or a slow computer, that can take a while.

The default setting that comes with the program is 3 characters. That is optimal for most publishers. If you are entering the name JONES, for example, the field search will not be activated until you type in JON. Therefore, the program will not be wasting time looking at all of the JOHNSONs on your mailing list.

Of course, this means that no search will begin if the contact has a two-letter last name, such as NG or WU. But even then, when you enter the Zip Code, Publishers' Assistant will find any contact with a two-letter last name at the same Zip Code.

If you have a really fast computer and/or if you have many contacts with two-letter last names, you might want to change the number here to 2.

If you have a really slow computer and a big database, you might want to change the number to 4 or 5. However, you'll then have to type in more characters to find the contact. If the customer's name is SZYGURSKI and the field search number is 3, you'll be able to find the person by typing in SZY. If you set the number at 5, you'll have to type in SZYGU before the name will pop up.

If the field search is slowing you down and you want to disable it, just type in a zero. But most users will find this function to be extremely helpful.

When you start with Publishers' Assistant, we recommend that you keep the number at 3 and see how it works for you. It shouldn't take long to determine whether you will be better off by changing to a larger or smaller number.

Free-form street addresses?

This option has been requested by a few Publishers' Assistant users with unique needs such as extremely lengthy institutional addresses, but the vast majority will want to say "No." Normally, the address lines are in fixed fields, to help assure that they will print out on standard label sizes. Also, the fixed fields are useful for interaction with other software programs, for NCOA updates, bar codes, etc.

Free-form addresses will allow you to make the addresses as long as you like. But the option is not practical unless you use large, non-standard mailing labels or avoid mass mailings entirely.

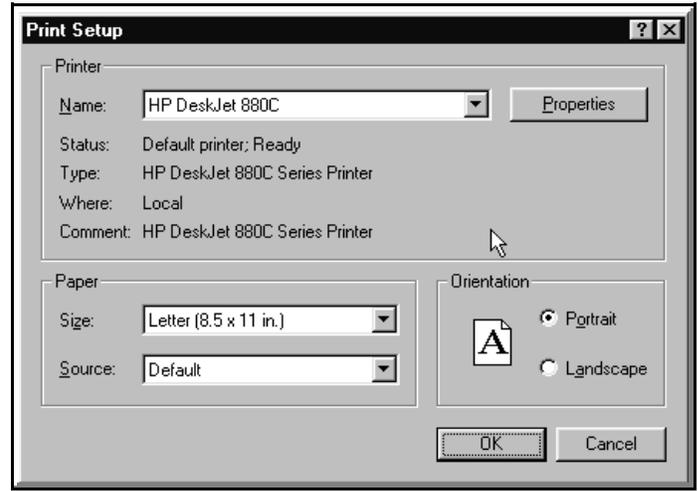
Printer Setup

You're not likely to enter this option often from the **File** menu, but it's there if you want it. In Publishers' Assistant, as in most Windows programs, you can perform **Printer Setup** functions any time you're printing a document. But there may be times when you want to do some setting up in preparation for future print jobs, so the option is included here.

In general, setting up printers is done in Windows, not within an individual program such as Publishers' Assistant. That is the preferred course. When you install a new printer, you should set it up in Windows, so that it will function with all of your Windows programs. In general, the only setup function in most programs is when you have more than one printer installed in Windows. In that case, you will choose the printer you want to use within the specific program, for the specific print job.

In the case of Publishers' Assistant, there is one specific case in which you will need to set up a printer driver *both* within Windows and within the program. That is if you want to print one-up labels on a dot-matrix printers. Most Windows programs do not allow you to do that. We think it is important to be able to do that (and, in fact, we do it often at Upper Access).

For details on this, see the section on **Printer Setup** in the opening pages of this manual.



All printer functions are controlled with standard Windows screens.

The Sales Menu

Invoicing Orders

Invoicing orders is very easy with Publishers' Assistant. However, the following discussion will be somewhat lengthy, as we attempt to describe in detail the choices available to you at each step. As you wade through these discussions, just keep in mind that once you get the hang of it, entering an invoice will probably take no longer than a couple of minutes.

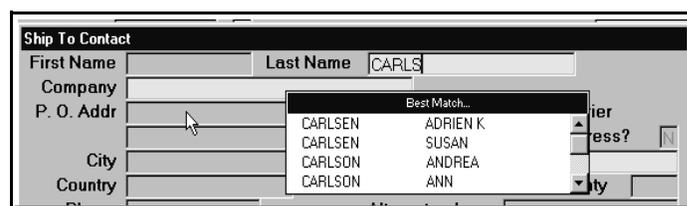
To get started, from the opening screen, select **Sales** from the top menu, then **Customer Orders**, then **Enter New Orders**. The first screen you'll see is the standard Publishers' Assistant **Contact** screen, used to store all names and addresses of the people with whom you do business. In this case, you will be entering (or choosing, the **Ship-to Contact** for the order.

Ship-To Contact

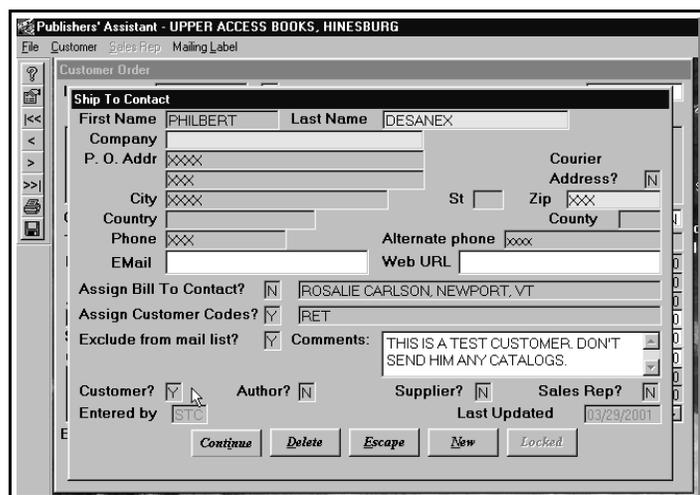
This is the person or organization to whom the books will

Establish a contact or find an existing one:

The first fields to fill out are **Last Name**, **Company**, and **Zip**. If there are other contacts in your database with the same last name, company name, or Zip Code, they will be seen in the pop-up window. (The specifics of how this pop-up works can be altered in the **System Setup** menu. Under the default, which most of you will want to keep, the comparisons begin after the first three characters are typed.)



If the person is already in your database, he or she will show up on the list as you start typing in the name. The search fields are Last Name, Company, and Zip.



Every order starts with the ship-to contact. Please note that if the bill-to is different, that information must be entered on the ship-to screen.

be shipped. You will, of course, have the opportunity to select another contact for billing, if appropriate. The main address fields should be the contact's *Postal* address, even if the shipment will be to a *Courier* address. This will allow you to later reach the contact by mail (a post-office box, for example) even if the shipment is to be delivered by a courier, such as UPS or Fed-Ex Ground, to a street address.

If the contact you want is already in your database, select the contact with **<F2>** or your mouse. If you do not select an existing contact and the fields you entered are identical to those for an existing contact, the program will ask if you want the existing contact. (Obviously, it's possible to have two Smiths or Johnsons in the same Zip Code, but the program tries to make sure you are not entering the same person twice.) If you do not select an existing contact, the program will establish a new one and allow you to fill in the additional fields such as first name, address lines, etc.

*Note about the pop-up window: If you are looking for a customer named John Doe, and two John Does show on the screen, just pick one of them. When the full address shows on the contact screen, if it's the wrong John Doe, use **<Ctrl>+<PgUP>** or **<Ctrl>+<PgDown>** to find the contact screen for the customer you are seeking.*

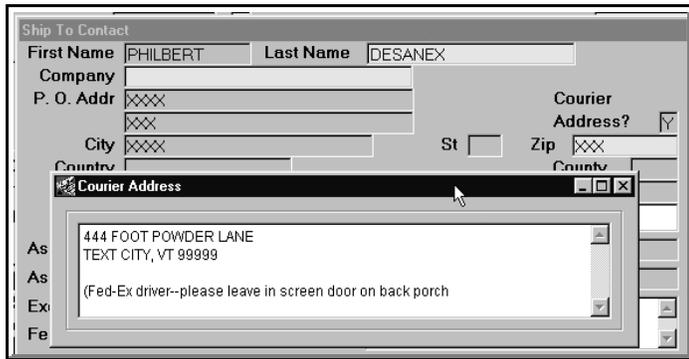
The Address Lines:

While two lines are provided for the postal address, you may wish to use the first one only, leaving the second address line blank. The fields are long enough to accommodate most addresses without the extra line. By consistently avoiding the extra line, you will be able to use smaller labels, or to add bar codes on small labels for mass mailings. This is a policy choice for you to make: if you

prefer big label sizes anyway, using the extra line will not cause any problems.

Courier Address:

The main address fields are for the contact's postal address. If the courier address is different, for delivery by a service such as UPS or Airborne Express, enter the courier address here. You do not have to re-enter the contact's name or company name: the assumption is that these would be the same.



If the delivery address is different from the postal address, use the Courier Address window.

The Courier Address field is free-form. You can put in anything you want—even directions to the UPS driver on where to leave the package if nobody is at home. The only limitation is that in order to be of practical use, the information needs to be brief enough to fit on your shipping label.

The courier address will appear on the invoice and shipping label *only* if you choose a non-postal delivery service.

State and Zip Code Fields:

These are fairly self-evident, but a couple of comments may be helpful.

The State field may, of course, also be used for military addresses (AA, AP, AE), territories (VI, GU, PR, etc.) and Canadian Provinces. You can add or change state codes (<Ctrl>+A or use the **File** menu). Limit the two-letter state field to the state or entity for which it was intended. If you are in the US, for example, you probably want to use WA for Washington State, not for Western Australia.

You may want to avoid using the Zip Code field for contacts who live outside the US and Canada. Many European postal codes are placed before the city, so for proper printout, they should go in the city field. Also, you are likely to want to print labels in Zip-Code order. You don't want a Nigerian address to print out in the middle of Iowa. Even if the Zip Code field is blank, you can easily order mailing labels to any other country by selecting from

the Country Code field.

County Abbreviation Field:

This is useful *only* if you are required to collect county sales taxes. By the time you are entering an order, you probably have already entered the counties and tax rates (within the **File** menu). To add a county abbreviation and tax rate on-the-fly, use <Ctrl>+O.

Note: The County Code system is designed specifically for use by US publishers with a nexus in states that require collection of both state and county taxes. However, it can be adapted for other situations that require collection of two taxes. For example, Canadian publishers may use it to compute both the GST and Provincial taxes. One possible method would be to designate a brief code in the "County" field for all taxable Canadian customers for computation of the GST. Then the Provincial taxes could be calculated from the "State" fields.

Other Contact Information:

The "Phone" fields are free-form. Therefore, you can note, for example, whether the "Alternate phone" is a fax or perhaps an evening phone number, or you can enter a lengthy overseas number. You can also enter the person's e-mail and Web addresses.

Assign Bill-To?

PLEASE NOTE. THIS IS THE ONE ISSUE THAT MANY NEW USERS FIND MOST CONFUSING. IF THE BILL-TO IS DIFFERENT FROM THE SHIP-TO, THAT INFORMATION MUST BE ENTERED ON THE SHIP-TO SCREEN.

Choose this option if the person or office paying the bill is different from the contact receiving the shipment. A new **Contact** screen will pop up, allowing you to enter the same information as for the **Ship-To** contact, including customer codes, etc. In some cases, the answers you give will be different here. A person paying for a gift may have a different customer code from that of the person receiving the gift. Or the **Bill-To** contact might simply be an administrative office, in which case you may want to exclude that contact from the mail list for future catalogs, etc.

*Note: If you want, you can also establish a new **Bill-To** contact for the same customer who has different billing and shipping addresses. However, when the same person has two addresses, it is usually simpler and cleaner to use the **Courier Address** option, described above.*

Update Customer Profile?

In older versions of the program, this was a field on the contact screen. In the newer release, you can update the

customer profile by clicking “**Customer**” on the top menu.

Publishers’ Assistant automatically keeps track of a profile of repeat customers. For example, it remembers the terms of sale, expected discount, credit-card number, the sales rep associated with the customer, etc. In most cases, there is no reason to update the profile at this point. You can enter all of this information elsewhere while entering the order, and when you do that, the profile will automatically be updated. But you can do it from the contact screen if you want to.

Assign Customer Codes?

There is some potential for confusion between Customer Codes and Marketing Codes. While the issues are discussed elsewhere in this manual, some discussion here is appropriate.

The Customer Codes stay with the customer, through every order, although you can add or delete Customer Codes at any time. Adding or deleting Customer Codes here will affect various marketing reports, etc., even for the customer's previous orders. (However, both the Customer and Marketing Codes are drawn from the same database. Any valid Customer Code can also be used as a Marketing Code and vice versa. Therefore caution is advised: you need to decide how you are using these codes and be sure to apply them consistently.)

Knowing this, you can use the code fields any way you want. Most Publishers’ Assistant users use the Customer Code field to describe a particular type of customer. There might be one code for libraries, one for bookstores, one for distributors, one for wholesalers, one for retail customers, one for reviewers, etc. The codes can be as specific or as general as you want.

The purposes of the Customer Codes are primarily for mailings and for business analysis. For example, you will be able to do marketing reports showing how much of your business consists of bookstore sales, library sales, catalog sales, etc. Or you can run off mailing labels to all of your library customers, all of your catalog customers, etc.

You can use as many codes as you want. Here's an example. Some of you may have three types of business relationship with Upper Access. You use our software, you may also be a supplier of books for our retail catalog, and you may also have purchased books from our catalog. If so, you'll be in our database with three customer codes. As a result, you'll get mailings about the software, mailings about plans for a new catalog, and you'll get the catalog.

*Note: By the time you reach this field, you will have probably entered a series of codes through the **File** menu. To find a list of valid codes, use **<F2>** and select a code from the pop-up screen. To add a new code without leaving your customer order, use **<Ctrl> +D**. You'll again get a list*

*of codes. Use **<Insert>** to add a new one, with full description for future reference. Exit the pop-up window with the **<Ctrl>+ <End>** command, and you'll be able to proceed with order entry. This sounds complicated if you are reading the manual without looking at the screen. The screen, however, will give prompts and hints for all of these procedures.*

Comments:

Like all “Comments” fields in Publishers’ Assistant, this is a text field that can be as long as you want it to be. In this case, the field is for in-house use. It will not appear on invoices or other reports (with the exception of certain in-house reports that list and describe your customers). It is usually used to flag specific information about the customer. If the customer has a bad payment record, so any new orders must be *Pro-Forma*, or the customer is the boss's niece and needs special consideration, or if the customer requires that all shipments be UPS Consignee, this is the place for notes to assure that the next person invoicing that customer's order will be aware of such issues.

Customer? Author? Supplier? Sales Rep?

You do not have to check the boxes at the bottom of the screen to indicate the relationships you have with the contact. Once the person has bought books, he or she will automatically become a “Customer.” The same is true with authors (after royalty information is entered), sales reps, and suppliers. If those relationships already exist, you'll see the check marks on the contact screen. The main reason for making the boxes accessible here is to allow you to remove the check-mark if, say, the person is no longer a supplier or author.

You are now at the bottom of the **Ship-To Contact** screen. To proceed with the invoice, you can either choose **Continue** from the bottom menu or use **<Ctrl>+<End>** from anywhere on the screen. (The latter command, as you have undoubtedly figured out by now, can be used to progress from any pop-up or screen to the next logical screen.)

~*~

Main Invoice Screen

The fields on this screen are arranged in the approximate format that will appear on the invoice. This is to make the invoicing process more intuitive. However, not all of the information on the screen will print on the invoice. For example, the telephone number of the billing contact will show on the screen but not print out on the invoice. As

with the previous screen, you will probably accept the defaults for all but a few items. However, all possible

screen will change to the Courier Address the moment you select the non-postal delivery service.

Customer PO Number:

If the customer has a purchase order number, enter it here. The number will appear on the invoice, packing slips, shipping labels, and various reports. You will also be able to search for this invoice later by using the PO number.

Select a Sales Representative?

The main invoice screen. Notice the Bill-To is the person we chose on the Ship-To screen.

You can add a new rep on the fly, associating that rep with the customer you are invoicing.

choices are reviewed here, in order.

Change Billing Address?

If you assigned a separate *Bill-To* contact and made a mistake in the address, this is the place to make a correction. You can also change anything else about the contact, such as customer code, exclusion from maillist, etc.

Note: This is used to correct typos only. Do not use this field to change to a different contact. The appropriate place to select a different Bill-To Contact is from the Ship-To Contact screen, as described above.

Change Ship-To Address?

If you say “Yes,” the contact screen will pop up again, and you can make any desired changes, to correct typos. But again, keep in mind that any changes will stay with that Contact for all orders, reports, etc. Therefore, don’t just change the fields for the purpose of this invoice. If the billing address is the same, the changes will be made there too. Once you tell Publishers’ Assistant that the same person is both the billing and shipping contact, both will be treated as the same contact, until or unless you go back and change those instructions. If you want to change those instructions here, you may—just say “Yes” in the **Assign Bill-To?** field. In short, if you want to change the “Bill-To” contact, you must do it from the contact screen of the of the “Ship-To” customer.

Note: If you assigned a Courier Address, the screen will not default to showing that address until or unless you choose a non-postal delivery service. Don’t worry—the

If you choose this option, you’ll get a list of contacts who have been designated as sales reps. Choose one from the list and enter the rate at which the rep should be paid for this order. If it’s a new rep, not yet on the list, hit **<Escape>**. You’ll get a Contact screen, like the one you got for the **Ship-To** and **Bill-To** fields. If the person is already on your database, just select him or her. Otherwise, enter a new contact. Enter the rate. In the future, that contact will appear on the list of sales reps. When the same customer places another order, the screen will default to the same sales rep and the same commission rate. But you can change this any time you want.

Total Order Discount:

If every item invoiced is to be discounted by, say, 20% or 40%, enter the percentage discount here. If different items are to be discounted by different amounts, do not enter anything here. That information must be entered when specifying the ordered items.

Enter Order Items?

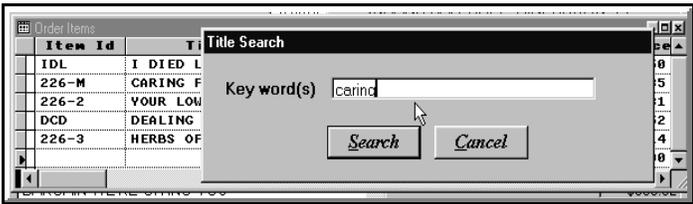
Choose “Yes,” of course, unless you are just keying through the field after you’ve already entered the items. Several choices are available on the pop-up screen.

First, enter the Title ID of the first title ordered. If you don’t remember the Title ID, choose **<F2>** to search by a key word in the title. This is a *very* easy way to find any title you have in stock.

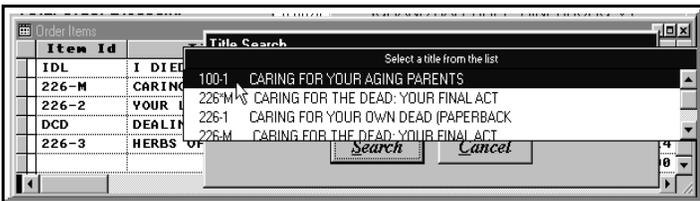
If it is a new title and you haven't entered it into inventory yet, you can do so without leaving your order. Use **<Alt>+T** and fill in the information regarding the title. From that screen, use **<Alt>+A** to put the appropriate number of copies in stock. From those screens, use **Continue** (from the bottom menu) or **<Ctrl>+<End>** from anywhere on the screen to get back to your order. The title will appear on the invoice screen, and you'll just have to enter the number of copies the customer ordered.

Item Id	Title	C Quantit	Price	Disc.	Ded.	Ext. Price
IDL	I DIED LAUGHING	6.00	\$8.75	40.00%	\$3.50	\$31.50
226-M	CARING FOR THE DEAD	5.00	\$29.95	40.00%	\$11.98	\$89.85
226-2	YOUR LOW-TAX DREAM	3.00	\$12.95	40.00%	\$5.18	\$23.31
DCD	DEALING CREATIVELY	16.00	\$14.95	40.00%	\$5.98	\$143.52
226-3	HERBS OF THE EARTH	2.00	\$10.95	40.00%	\$4.38	\$13.14
		0.00	\$0.00	0.00%	\$0.00	\$0.00

The first part of the order items window



If you forget the Item ID, press **<F2>** and type in a keyword



Then select the title you want from the list.

The **“C”** column stands for **“Condition.”** If you are selling slightly damaged copies at a discount, type in **D**. Otherwise, leave the field blank. As with all Title information, you can put slightly damaged copies into inventory on-the-fly by choosing **<Alt>+T**. Bring up the Title Screen, then use **<Alt>+A** for an inventory correction. Now, from the inventory correction screen, look for the **Condition** field, and choose **Damaged**. Add the number of damaged copies in stock, and use **Continue** to get back to your invoice.

In the next column, type in the quantity ordered. You'll notice that the program allows you to type in decimal fractions. Obviously, you're not going to sell 1.25 books, and the funny **“.00”** won't print on the invoice. But you'll appreciate this option if you are also selling, say,

consultation time and want to sell 1.25 hours of your time. (You can enter your hourly rate as a **“Non-inventory item,”** so you won't have to put your hours **“in stock”** unless you want to.)

*Note: If you are not sure how many copies of a particular title are in stock, there are two ways to check. (1) From the **“Quantity Ordered”** field, hit **<F2>**. A detailed snapshot of the inventory status will appear on the screen. Books invoiced but not shipped are listed as **“committed.”** (2) As an option, you can tell Publishers' Assistant to automatically display the inventory status every time you invoice an order. See the section in this manual on **System-Wide Options**.*

The **Price** column will default to the price listed in the inventory module, but you can change it here if you want. However, you should avoid making such changes routinely. There are many reports that calculate the numbers of books sold, and adjust the price by the discounts. A simple price change on the invoice itself, as opposed to a discount, may not be reflected in all later reports.

The next column allows you to enter a percentage discount. *If you entered a **Total Order discount**, do not enter it again here. This field is for discounting individual items when there is no Total Order discount. That may not be obvious in the pop-up window, but the main invoice screen will calculate the Total Order discount or, in the alternative, individual item discounts entered here.*

The next column allows you to enter a **Deduction**. This is exactly the same as an individual item discount, but it is expressed as a dollar amount rather than as a percentage. For example, if you have a special offer of \$5 off the price of the book, enter the \$5 deduction, and the program will compute the percentage discount.

After entering one item, use the **<Insert>** key for additional ordered items.

Note that if an inventory item is out of stock, you will be prompted to determine whether to backorder the item.

Other prompts and columns give you the flexibility to invoice less common items:

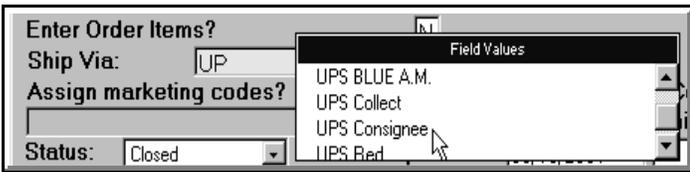
- The message bar will remind you that an asterisk (*) is to be used for an **“open”** item. This is an item added on-the-fly, which doesn't have to be entered into the **Title Information** module. It might be for extra book jackets for a distributor, a late fee that you add to an unpaid invoice that you are reprinting to mail to your customer, a one-time fee for a seminar you are giving, or an old typewriter you are selling. For this, just begin the Item ID with an asterisk, and type in any description you want.

- If you are invoicing a **Subscription**, the word “subscription” must appear in the title, which must be entered as a **Non-Inventory Item**. You will be prompted to enter the expiration date of the subscription.

- Note that the **Expiration Date** can also be used for backorders. If you enter a date here, the backorder will be canceled if not shipped before that date.

- **Standing orders** can be used to quickly fill orders that will be repeated with certain types of customers, with items that are not subscriptions. The Title ID for a standing order must begin with **SO**. You may, for example, wish to enter standing orders for the book reviewers on your mail list. These may be distinguished by the standing order item code and by genre, so that, for example, one list of reviewers will receive new cookbooks and another list will receive new children's books. This may also be used for serial publications, such as a directory that is updated annually, for customers who wish to automatically receive each new edition. When you process standing orders (under the **Sales** menu) you will be prompted to tell Publishers' Assistant which title to actually ship.

Ship Via:



If you forget what shipping options are available, just call up the instant list and choose the one you want.

If you know which shipping options are available, just type in the first letter or two, hit **<Enter>**, and the full name will appear on the screen. For example, if Priority Mail is the first on the alphabetical list that begins with “P,” then all you need to type is “P” to choose that option. You will have to type in more letters to distinguish, say, between UPS Blue, UPS Red, and UPS Collect.

To get a list of shipping options, use either **<Enter>** or **<F2>**. Choose one from the menu and it will appear in the field.

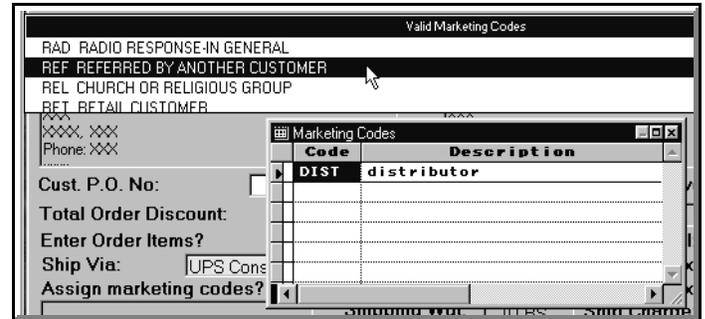
If you want to add a new shipping option to the database, choose **<Ctrl>+H** to get a list, then **<Insert>** to add a new service.

With each option, you can indicate whether or not the service is connected to the US Postal Service. This is important if you have entered a Courier Address for the customer. If you choose a Postal Service delivery, the postal address will be used as the ship-to address on the

invoice and label. Otherwise, the Courier Address will be used.

Assign Marketing Codes?

See the comments above about Customer Codes. The only difference, technically, is that Marketing Codes stay with the invoice, while Customer Codes stay with the customer. As mentioned above, both types of codes are in the same database, so you can use a valid Customer Code as a Marketing Code or vice-versa. But do be careful, because the place you enter the code will make a difference in your marketing reports, mailing labels, etc.



Forget which Marketing Codes are available? Once again, **<F2>** comes to the rescue with a list to choose from.

When an existing customer places a new order, the screen will default to the Marketing Codes from the last order. But unlike Customer Codes, you may change the codes here or add more codes for the new order, without affecting the records for old orders.

Typically, Marketing Codes are used to designate which promotions the customer responded to. For example, you might have codes for specific mailings, catalogs, author appearances on television, advertisements, etc. You can be as specific or general as you want and may enter as many codes as you want.

This will allow you to run off reports to determine how successful various promotions have been. How many books were sold as a result of your last catalog mailing? How many were sold in direct response to the author's appearance on the Jerry Springer show? Are paid advertisements or mailings bringing enough response to justify continuing or renewing them?

The codes can also be used for mail lists. If you want to write back to everybody who ordered from your last catalog or everybody who ordered the book when the author was mentioned in the *New York Times*, you can easily do so, as long as the appropriate marketing codes are entered here.

Taxes:

If you select “Taxable,” any applicable state or county sales taxes will be computed automatically, based on tax information entered for the customer's state and/or county. If no tax information has been entered, the selection will make no difference on the invoice.

Shipping Charge:

If the weight of the books was entered in the **Title** screens, the total net weight of the order will appear here, to allow computation of the actual cost of shipping by various modes.

Note: In some jurisdictions, shipping charges are subject to sales taxes and in others they are not. You can choose whether the shipping charges are taxable when you enter the rates.

Adjustment Lines:

The Adjustment Lines can be used for any additions or subtractions in charges not covered elsewhere on the invoice. If an adjustment line should automatically be labeled for a specific use, that may be accomplished with the Screen Defaults function, described above in the section on Comments.

Please note that the adjustment lines are assumed to be non-taxable. Therefore, they should not be used for adjustments that will affect the state or county tax computations. Any adjustments that affect the sales taxes should be entered in the **Order Items** fields. You have complete flexibility there to enter discounts, deductions, and open items, all of which will be subject to tax on a taxable invoice.

An adjustment line can be used for a third tax—for example, a city tax (if Publishers’ Assistant has already computed a state and county tax). You’ll have to figure the amount of the third tax yourself and enter the amount. If one of the adjustment lines is used exclusively for a city tax, you’ll be able to do an **Adjustment Line Report** at the end of the reporting period to determine how much you owe the city.

There are many other possible uses. At Upper Access, for example, we have used an adjustment line to track voluntary “Green Taxes,” contributions to environmental causes made by our customers. The contributions are, of course, nontaxable, and we have been able to track the amount of the contributions for each period.

The tax status of the adjustments is, of course, irrelevant if the order itself is non-taxable.

Order Status and Terms

This field will fill in automatically, based on other information you have provided.

Open is a temporary status. If at this point the screen says that the order is **Open**, but the terms are **Prepaid**, then the status will normally change to **Closed** once the receipt is entered in full. Most users will prefer that by the time invoices are printed, they will be recorded as either **Closed** (if prepaid) or as **Shipped** (if billed or on consignment).

Some users may prefer to keep invoices **Open** at invoice time, changing the status once they receive word from the packing room that the orders were shipped. (If the order is prepaid, the status in this case will be **Paid**, changing to **Closed** once it is shipped.) This can be done with a batch command. We expect that relatively few users will choose to take this extra step, but the option is available. If you do not want to automatically “ship” ordered items, you may change the default in the **System-Wide Options** menu (<Ctrl>+S).

The menu of **Terms** is self-explanatory, but be sure to look at it; there are some issues that you might not automatically expect to find here. Clearly, if terms are **Consignment**, the calculations and expectations will be different than if the terms are, say, **Net 30**. You can designate **Pro Forma** if you are waiting for payment; inventory will be “committed” but will not be considered “shipped” until after a receipt is posted. If the sale is to be excluded from royalties—perhaps books for your author—here is the place to mark **No Royalty**. If the book is a **Review Copy**, be sure to so note here, for later analysis and reporting. Royalties will not be calculated for these.

Comment Field:

The comment field here will be printed on the invoice.

The text box for the comment will accommodate whatever you feel like typing in. However, you should be aware that the comment box on the invoice is of limited size. Therefore, if you make the comment too long, the last part of it might not print on the invoice. This varies according to your printer driver and other variables, but we tried to make the box big enough to accommodate anything you would typically want to comment on, in the context of the invoice.

Note: “Why,” you are probably asking, “would Publishers’ Assistant allow me to type in a longer comment than would print on the invoice?” Good question. The answer is that Publishers’ Assistant tries to allow you to do anything that you want to do. Some of you might want to change the invoice form to allow a larger comment box. Publishers’ Assistant allows that, although it is one of those complex tasks for which we do not offer free help.

Most users will want to stick with our standard invoice form, which is pretty well thought out. But we've been careful not to include restrictions that would prevent you from making modifications that you may desire sometime in the future.

Standard Comment Lines:

This is not a separate item on the screen. Most publishers have standard comment lines that they use over and over again on invoices. Of course, it should not be necessary to type them again every time. There are two techniques to accommodate this need.

1. Default Comments. Suppose you have a comment you want to appear on every invoice. "Thank you for your order" might be an example. This can be set as the default for every invoice, in the same way that you would set defaults for other fields, such as **Terms**. Put in a new invoice, one that you don't intend to save. You might want to use yourself as the **Ship-To** contact, because this is a hypothetical invoice. Then empty out the fields, such as **Bill-To**, **Ship-To**, and **Marketing Codes** that you don't want to save as a default for every invoice. To do this, simply type **X** in the prompts for "Yes" or "No." Then, type in the comment that you want to save and any other default you want to save for every invoice. Then use the **<Ctrl>+R** command to save the default (or click the default icon on the tool-bar). You will be able to override this default on any individual invoice, but setting the defaults you want for most of your invoices will be a real time-saver. (Suggestion: While you are setting this default, you might want to set other screen defaults, such as whether or not you want the invoice to default to "taxable," and the most common terms and shipping methods.)

2. Macro Comments. There are likely to be comments that you don't want on every invoice, but that you use over and over again on many invoices. In our office, we often use "Paid in full—thanks for your order!" for prepaid invoices. For other invoices, we often use "Please pay from this invoice," to advise customers that we don't expect them to wait for a statement. For Canadian customers, we use comments such as "GST Paid" or "Please pay in US funds."

Because none of those comments appears on every invoice, we use the **Macro** function. The easiest time to create a macro is when you are doing an invoice. When you are in the Comments field, simply hit **<Shift>+<F10>**. Type in the key or combination of keys you will use for the Macro, then assign a name for the Macro if you want. Now you are recording the Macro. Simply type in the comment you want. You can end it with **<Tab>** to get out of the Comment field. (By doing that, the Macro will include the instructions to get out of the Comment field after typing the

Comment.) Then hit **<Shift>+<F10>** again, to stop recording the Macro.

Your Macro, at this point, will remain valid until you finish entering today's orders and exit the program. Therefore, if you are using the Macro for comments today only, you need to do nothing more. More often, you will want to save the Macro for future use. To do so, choose **Tools** from the top menu. From that menu, choose **Macros** and then **Save Macros**. Your Macro is now saved for future use. Any time you want to use it, simply enter the combination of keys you have chosen.

CAUTION: In choosing a keys to activate your Macro, it is important to choose a combination that is not used for other functions of Publishers' Assistant. That virtually rules out mnemonic key combinations. Most such combinations do other things in the program. For example, **<Alt>+P** would work as a Macro, but when you wanted to print an invoice or report and hit **<Alt>+P**, the program



To record a Macro, press **<Shift>+<F10>**, choose a key combination, then enter the keystrokes you want to save.

would try to play the Macro instead of printing. For a "safe" combination try using numerals. At Upper Access, we use **<Alt>+1** for our most common comment, **<Alt>+2** for the next most common, etc. That's not quite as intuitive as using mnemonic combinations, but is an easy system that avoids confusing other aspects of the program.

You are now at the bottom of the invoice screen. However, if the terms are **Prepaid**, you will want to enter the receipt now, so that it will be recorded on the invoice.

Entering Receipts

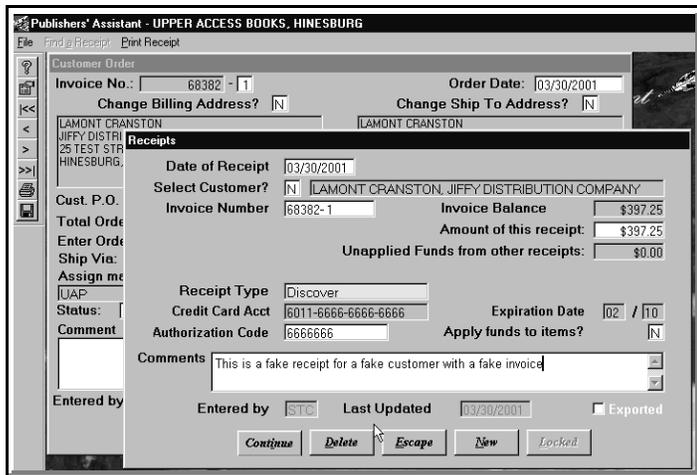
From anywhere on the invoice screen, you can choose **<Alt>+R** to activate the **Receipts** function on the top menu or you may click on it with your mouse. This will allow you to immediately enter a receipt for a prepaid invoice. (Needless to say, you should first enter all charges to determine how much the customer owes.)

Because you entered the Receipts screen from the Invoice screen, the **Date** will default to today, the **Customer** will default to the "Bill-To" contact on the invoice, and the **Invoice Number** will default to the invoice you have just been working on. It is very unlikely that you would have

any reason to change these defaults. (It would be different if you had entered this screen later from the **Finance** menu. When you do that, you may wish to enter a single receipt for several invoices, to items shipped on consignment, etc. When you enter from the Invoice screen, the program assumes that you are accepting payment for that invoice.)

Amount of this receipt:

The default will be the balance owed. If you enter a different amount, you will face additional choices (discussed below) on how to apply the funds received.



When you enter a receipt directly from the invoice screen, it defaults to the information from that invoice.

Unapplied Funds from other receipts:

This will appear on your screen, to remind you if the customer has a credit from an overpayment or return. This amount can be added to the dollar amount received, to help pay off the order. For example, if the amount of the invoice is \$20, and the customer has \$10 in unapplied funds, a check for another \$10 can be used to pay off and close the invoice. Or you can even enter a receipt of \$0.00 to apply the funds to items ordered in this invoice.

Note: Any unapplied funds noted on a receipt screen are from receipts or returns prior to the date of this receipt.

Consider this receipt payment in full?

This question will pop up if you have received less than the full amount of the invoice. If you say “Yes,” you are accepting the partial payment as if it were full payment. In this event, Publishers’ Assistant will make an “account adjustment” in your various history reports and statements, to make clear that the customer does not still owe the extra charges on the invoice.

Receipt type:

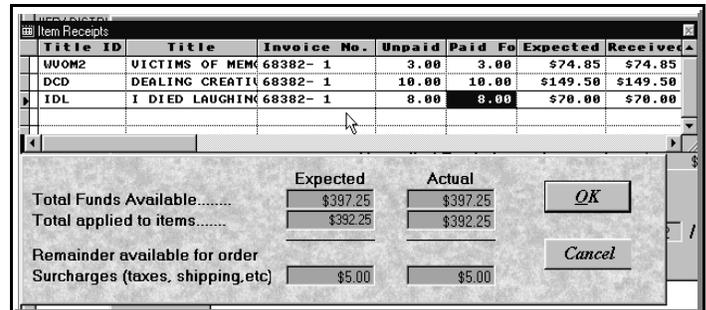
Type in the first letter or two of the method of payment. For example, if it is by Visa card, you can just type “V” because that is probably the only mode of payment beginning with that letter. If payment is by check, you’ll probably have to type “CH” to distinguish it from “cash,” which precedes “check” in the alphabetical listing. If you want a listing of valid receipt types, use <F2> and select one from the pop-up. If you want to add a new receipt type, use <Ctrl>+Y, then <Insert> and type in the one.

If the payment is by credit card, new fields will pop up for the card number, expiry date, and authorization code. If payment is by check, you’ll go directly to the field to enter the check number.

Note: If the customer has ordered before, using a credit card, the screen will default to that credit card, with the number already typed in. But if the customer used a different credit card or paid by check this time, the defaults can be overridden and the Customer Profile will be updated to account for this change.

Apply funds to items?

If the receipt covers the invoice balance in full, then say “No.” Publishers’ Assistant will automatically apply the items to the invoiced books, shipping charges, taxes, etc.



The program needs to know what books were paid for by the receipt. It will figure this automatically, of course, if the receipt is the exact amount of the invoice or the balance in the customer’s account.

However, if the receipt does not cover the full invoice, Publishers’ Assistant will not know how to apply the funds. Do you want to apply the receipts to some of the titles purchased but not others? Should some, but not all, be applied to shipping/handling charges? Your answers may have an impact on reports for author royalties and sales-rep commissions. If you choose to apply the funds, the next question will be:

Do you wish to automatically apply funds to items?

If you choose “Yes,” Publishers’ Assistant will make its best guess as to how to apply the funds, showing you its choices on a pop-up screen. You can change the figures any way you want. If you say “No,” you’ll get the pop-up screen with zero amounts and will have to type in the applied amounts yourself.

When you do this, you will have to type in the number of copies of each ordered title that were paid for with this receipt. The screen will then show how much was “expected” for those sales. You will then type in how much was actually received for the those titles. If the amount received was a few cents different than the amount expected, that’s not a problem. What’s important is that the total amount received should not exceed the amount of money available (from this receipt and/or any available unapplied funds).

Comments field:

This is an in-house comment field that will not print on the invoice or other reports. If something is unusual about the receipt, or about the ways in which it was applied, you might want to add a comment, to be seen if somebody goes back later to review the receipt.

Do you wish to make a refund?

This question will appear if the receipt was more than the amount due. If you say “Yes,” the customer’s balance will go back to zero. If you say “No,” the customer will have a credit, which will show up as “Unapplied funds” the next time you enter a receipt for that customer. In that case, you may wish to print a credit memo. To do so, click on **Print Receipt** on the top menu and choose **Credit Memo**.

After entering the receipt information, choose **Continue** from the bottom menu, or press **<Ctrl>+<End>**. You will now be back at the main invoice screen.

Printing or Batching

From there, you may want to use the top menu to print the invoice, packing slip, shipping label, or whatever. Or you may just want to make sure that the bottom menu has “Batched” the order so that you can print out these documents later for the full batch of orders you are entering today.

In most cases, you will prefer the **Batch** option, because it is most convenient to print out everything at once. In **System-Wide Options (<Ctrl>+S)**, you can set the default to automatically batch every new order or, if you prefer, to default to “Unbatched.” Either way, you can override the default from the bottom menu of each individual order.

When you are finished with the invoice, select **New** from

the bottom menu or press **<Ctrl>+<Enter>** to begin entering another order. If you wish to exit from the order-entry part of the program, select **Exit** from the bottom menu or **<Ctrl>+<End>**.

Note: Before we leave this screen, let’s mention briefly the “order number.” In Publishers’ Assistant parlance, the “order number” is the same as the “invoice number” but without the suffix (i.e., “-1”) If you had a backorder on this invoice, then when you filled it, you would bet a new invoice with the same “order number.” But there would be a new suffix, “-2,” to complete the invoice number.

Entering a Return

For publishers dealing with chains or wholesalers that do not reference invoice numbers when returning books, the Publishers’ Assistant return functions will make your life easier, because the program does not require returns to be tied to sales.

From the opening screen, select **Sales** from the top menu (**<Alt>+S**) or click), then **Customer Returns** and **New Returns**.

Contact Screen

Find the contact the same way you would if invoicing an order. Presumably, the return comes from an existing customer, so you will use the field search function to find the person or organization. However, if you do want to accept a return from a person who has never bought books from you, Publishers’ Assistant will allow you to enter a new contact for that purpose.

You might possibly want to consider making revisions in the contact information. For example, if the customer returned large numbers of books in bad condition, you might want to make a note to that effect in the **Comment** field, or change the **Customer Code** or even choose **Exclude From Mailing**.

If the customer has placed credit-card orders with different cards, you might want to **Update the Customer Profile**. To do this, click on **Customer** on the top menu of the contact screen. The customer profile defaults to the credit card number used in the most recent order. If you want to make a refund to a different credit card account, you can make that change here.

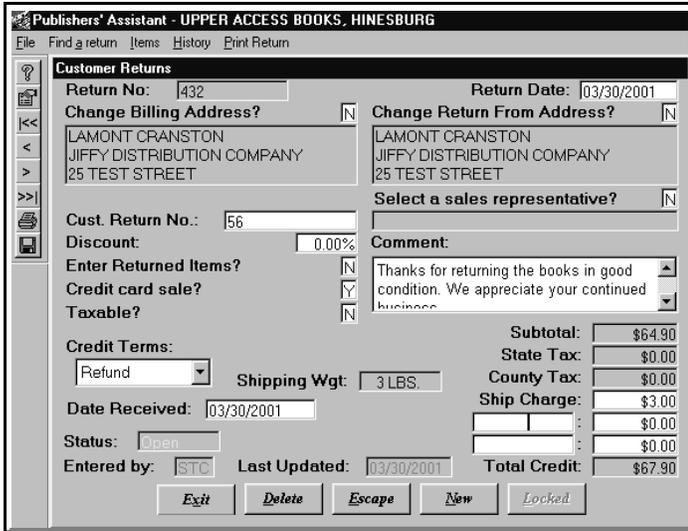
Once you have made any desired change to the contact screen, choose **Continue** from the bottom menu or **<Ctrl>+<End>** from anywhere on the screen.

Discount:

If you sold the books to the customer at, say, a 40% discount, you will probably want to log the return at a 40% discount. (The total order discount for the customer's last invoice will show as the screen default.) However, Publishers' Assistant does not require you to do so. Some

the books from you. If you want to be sure that the customer bought the books, choose the **History** menu from the top of the return screen. This will allow you to quickly review the numbers of each title purchased by this customer, as well as the customer's payment record.

*Note 2: There are only two circumstances in which Publishers' Assistant will object to accepting a return. (1) If the terms of the return are **Consignment**, Publishers' Assistant will not accept return of more books than had been consigned to the customer. This would defy the logic of consignment: books cannot be taken out of consignment unless they had been put into consignment. (2) Publishers' Assistant will not accept return of more copies of a title than the total that had been sold to all customers. If you*



The Return screen looks a lot like the Invoice screen, since it's doing most of the same things but in reverse.

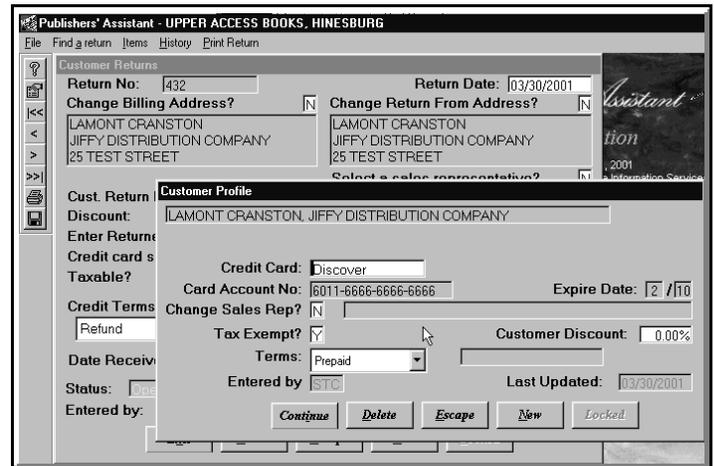
publishers have policies by which returns are computed at a different level than the sales price, and Publishers' Assistant gives you the flexibility for that.

This field is equivalent to the **Total Order Discount** used in invoicing. If you want to enter different discounts for different returned items, leave this field blank; you can enter the different discounts later as you list the items.

Enter Returned Items:

This window is the same as the one used to order items in invoicing. If different discounts are used for different items to compute the credit or refund, they should be entered here. If the books came back in damaged condition, you may wish to note that by typing **D** in the **Condition** field. If some were damaged and others were not, enter the item number twice—once for the good copies and again for the appropriate number of damaged copies. All copies will be put back into inventory, but your inventory records will keep track of the number of damaged copies. (If the books are so badly damaged that you won't put them into inventory, then be sure to subtract them from stock with an **Inventory Correction** after you log the return.)

Note: Publishers' Assistant will accept return of books even if it has no record that the specific customer bought



If the returned books were ordered by credit card, the Customer Profile will pop up to be sure that you are making a refund to the right card.

*want to do that, you will have to use an **Inventory Correction** to put more copies of the book into "Sold" status. This will not affect royalties, sales reports, etc., but will allow you to accept more returns.*

Credit Card Sale?

If the books were bought by credit card, be sure to answer "Yes." That way, the Credit Memo will note a refund to the appropriate credit-card account. At that point, the Customer Profile will pop up, showing the Credit Card on file for that customer. If for any reason you want to refund to a different credit card, you can change the information now.

Taxable?

If the sale was taxed, the return will compute the tax payments for the refund or credit.

Select a sales representative?

If a sales rep was associated with the customer on an invoice, the same rep will show up here as the default. If the return should not be deducted from the figures for the sales rep's commission, then use **X** to empty the field.

Comments:

The credit memo will accommodate a fairly long comment field. Typically, you might want to thank the customer for returning the books in good condition, (or, if they weren't in good condition, so note). You might want to reiterate your terms for returns, remind the customer of any remaining balance due, etc.

Ship Charge and Adjustment Lines:

If you want to refund (or credit) shipping costs or anything else, the amounts can be included in these fields. Any deduction from the refund (or credit) may be entered as a minus figure.

Credit Terms:

Your options are **Credit**, **Refund**, or **Consignment**. It is essential that you make the appropriate selection here.

If you choose **Refund**, the customer's history reports will show that you sent the money back to the customer. If you choose **Credit**, then the amount of the credit will show as "Unapplied Funds" in the customer's account. You can apply the funds toward the customer's other purchases at any time. (To do this, check the sections on entering Receipts, either for individual orders or through the **Finance** menu.)

Print Return (and choose the type):

Choose **Print** from the top menu or click on the icon.

There are two type of Return Memo; you can choose the one you want by clicking on **Select** at the left of the top menu.

The one labeled **Return Memo** is a fairly informal note, listing the vital information and thanking the customer for the opportunity to business with him/her. This is typically what you might want to send to an individual customer, who bought a book with a check or credit card and returned it.

The **Return Memo (Formal)** is a more official looking document, similar to an invoice. You will typically want to use this when accepting returns from bookstores, distributors, libraries, etc.

Backorders

Entering Backorders

When you enter an order and there is insufficient stock for the ordered items, Publishers' Assistant will give you the

option of backordering the remaining items. For example, if your customer orders 300 copies of a book and you have only 100 in stock, you will be asked whether the additional 200 should be backordered. If you say "Yes," the ordered and backordered books will appear on separate lines on the invoice, even though they are the same title.

If you have numerous backorders for a title, you can enter a comment in the Title Data screen that will print on the each backorder invoice next to the title listing. This function is switched on in **System-Wide Options** and is discussed on page 17.

Processing Backorders

Before processing backorders, be sure that the books are placed into inventory in Publishers' Assistant. It may be a good idea to run off backorder reports, to learn how many of each title are needed to fill the demand. These reports can be accessed from the opening screen by choosing the **Sales** menu, then **Sales Reports**.

If the backorders are to be paid for by credit cards, and if you will not be exporting the credit-card charges directly to other software, there is another step. Go to the **Finance** menu and choose **Batched Authorizations**. The new menu will allow you to run off a worksheet listing the customers and credit-card numbers. This will make it easy to authorize the charges by whatever method you use. Once you authorize the charges, you can then choose the **Authorizations** option and enter the authorizations into Publishers' Assistant. The customers and credit-card numbers will be listed on the screen: all you have to enter is the authorization codes. These receipts will automatically be entered on the invoices.

Then, from the opening screen, choose the **Sales** menu, then **Process Backorders**.

Publishers' Assistant will then tell you how many backorders it has selected and ask if you wish to continue (just to be sure). This allows you to back out if you have forgotten anything, such as restocking the backordered books or authorizing the credit-card charges. The program will then give you a chance to clear an existing batch, if you have not yet done so. This is recommended, as it is easier to work with your backorder invoices as a distinct batch, without being combined with other orders.

You are then presented with a **Comments** screen. You can type in a comment that will appear on all of the backorder invoices. An example might be: "This book was back-ordered—Sorry about the delay!" Once you have typed in the appropriate comment, use **<Ctrl>+<End>** to continue.

You can then print out the batch of invoices, labels, and any other batched documents you may desire. If you export your credit-card charges to other software, these receipts

will be available along with any other receipts entered during the day.

Note: The order number for each backorder will be the same as the number that appeared on the original invoice when it was entered. However, it will have a new extension. For example, if the original invoice was # 47623-1, the new one will be # 47623-2. If a backorder is being filled in increments, as books come in, the next invoice will have an extension of -3, etc.

Standing Orders



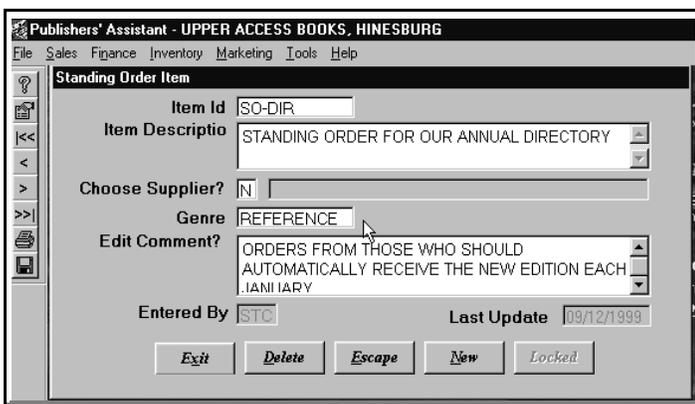
Please note that **Standing Orders** are different from **Subscriptions**. There are several possible uses for the **Standing Orders** function. The most common are:

1. If you have a standard list of reviewers who should receive new titles, you may invoice each of them (presumably with a 100% discount) at once with a standing order. You may use different standing-order items for different types of reviewers. For example, you may have one standing order item for reviewers who should receive new children's books and another for those who should receive new how-to books.

2. If you publish a directory that is updated at regular intervals, you can enter standing orders for all customers who should automatically receive each new edition. These orders can then be invoiced globally, as soon as each new edition becomes available.

Standing Order item IDs must begin with the letters SO. For example, if your standing order is for review copies of all new titles, you might use SO-REVIEW as the ID. It will be entered as a **Standing Order Item**. Additional discussion of Standing Orders in the **Inventory** section of this manual.

Processing Standing Orders

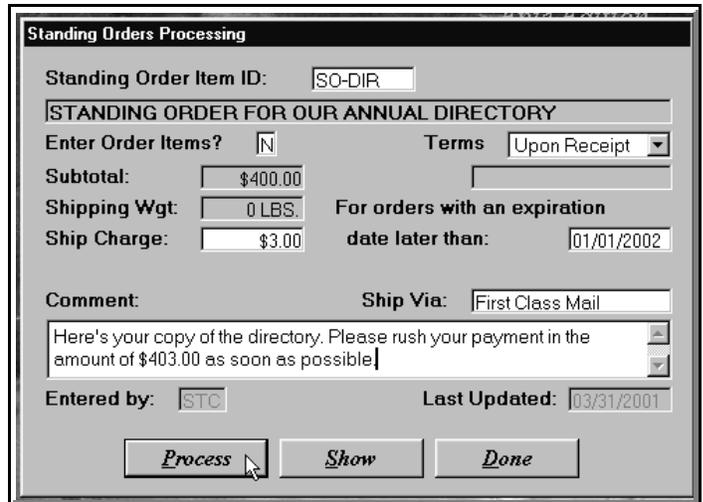


The screen to enter Standing Order Items

From the main screen, choose **Sales** (<Alt>+S), then **Process Standing Orders**. The next screen will be fairly self-explanatory, but a few comments may be in order.

Note: The invoices for standing orders will be added to the current batch. It will be most convenient to deal with them as a distinct batch. Therefore, it is a good idea to run off all batched orders, then clear the batch, before starting to process standing orders.

Standing Order Item ID:



The screen for processing Standing Orders

This is the Standing Order Item, beginning with SO, as invoiced, *not* the Title ID of the book being shipped.

Enter Order Items?

This is the standard order screen, as found on invoices, etc. Simply list the book or books to be shipped, and a discount if there is one.

Terms:

If you are placing the standard order for reviewers, you will want to select **Review Copy**. For most other standing orders, you might prefer **Upon Receipt** or **Net 30**. If you won't be shipping the book until payment is received, select **Pro Forma**.

Note: If some or all of the standing orders are prepaid, you will want to enter payments before running off invoices, as discussed later in this section.

For orders with expiration date later than:

When you invoiced the Standing Order, you entered an expiration date. Entering a date here will prevent Publishers' Assistant from creating invoices for customers whose Standing Orders have expired. If you want to send

the items to everybody who has ever made a standing order using this ID, then leave this field blank.

Ship Charge:

The amount entered here will be added to *every* invoice. Individual invoices can be altered before printing, if some should have different shipping charges.

Edit Comment?

Any comment entered here will automatically print on each Standing Order invoice.

Ship Via:

Enter the type of shipment. As with **Terms** and other fields, if not all of the orders are to be shipped the same way, enter the most common. Individual invoices can be altered before printing.

Process or Show:

By choosing **Show**, you can see which orders are about to be filled, to be sure that you didn't make a mistake. It's a good check for quality control—if you made a mistake, you can back out before automatically generating what might be a very large number of invoices. Once you are sure you have entered the information correctly, choose **Process** to automatically generate the batch of invoices.

If you need to enter receipts or modify individual invoices:

Suppose that some or all of the standing order invoices are prepaid, either with checks or credit cards. Or that the terms are different for some or that a few will need highly personalized comment fields. You can quickly peruse each of the invoices in the batch to add receipts or make individual changes prior to printing.

The easiest way to review the individual invoices is to start with the last one, then work backward. (From the **Sales** menu, choose, **Customer Orders**, then **Existing Orders**, then **Last Order**.)

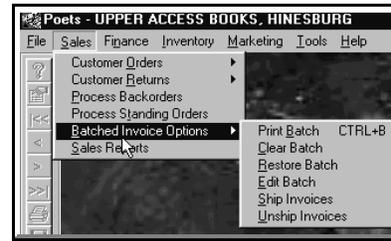
From the invoice screen, you can add a receipt using **<Alt>+R** or make any needed modification. Then go to the next invoice, using **<Ctrl>+PgUp**, and so on. If the orders are by credit card, the card numbers and expiration dates will have been saved in the Customer Profile and should already appear on the receipt screen, so you'll only have to add the authorization code.

~*~

Batched Invoice Options

Invoices are placed in a batch at the time you enter them. Depending on the defaults you chose in setting up the

program, the default may be to batch every new invoice. You can clear a full batch, or restore one, or edit one, at any time. Most users will prefer to batch a full day's worth

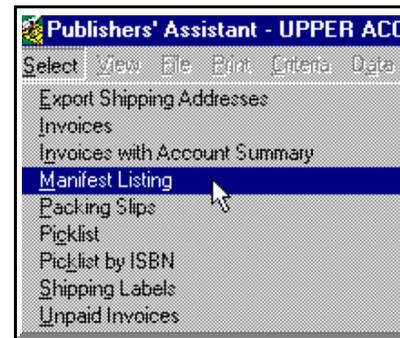


of orders, print out the invoices and related documents, then clear the batch to begin anew tomorrow. But there may be exceptions: for example, if you are processing backorders

or standing orders, it is usually most convenient to treat those as distinct batches.

To find the batched invoice options, choose **<Alt>+S** (the **Sales** menu) from the opening screen, then **B** (or use your mouse).

Print Batch



The Print Batch menu

The shortcut to **Print Batch** from the opening screen (or elsewhere in the program) is **<Ctrl>+B**. A new menu will list the batched documents you may wish to print.

Export Shipping Addresses:

This function is if you want to produce a delimited file of the shipping addresses, to be printed out on another label program. For example, if you have a distant warehouse, you could send the file by e-mail to be printed out there.

Invoices:

Invoices will print out in consecutive order, by invoice number. In most cases, this will be the same as the order in which they were entered. If multiple copies are needed, make that choice through the standard Windows print menu.



Invoices with Account Summary:

These are just what they sound like: your invoices will have a summary of the customer's account at the bottom.

Manifest Listing:

The information needed for a UPS manifest will print out, for all orders for which UPS was chosen as the shipping mode.

Note: UPS will, of course, insist on its own bar-coded manifest forms, preferably created with the UPS WorldShip™ software. We are working on ways to export directly to that software. Meanwhile, the Publishers' Assistant report puts all of the information in one place, to be conveniently re-entered into UPS OnLine.

Packing Slips:

As with most packing slips, those produced by Publishers' Assistant contain information similar to that on invoices, but without prices or payment terms.

Picklist:

The titles ordered in today's batch, and quantities of each, are listed in alphanumeric order by Title ID. (Most users with numerous titles shelve them in alphanumeric order, so this makes "picking" an easy chore.)

As an alternative, the same picklist can be run off in numeric order by ISBN, if that is the order in which your books are shelved.

If picking and packing are done by an outside warehouse operation, the employees there will greatly appreciate the picklist. But even with a small, in-house operation, the picklist is an excellent aid for quality control. If you pick all the books first—and one book is left after packaging—you'll know an error was made and be able to correct it before the packages are taken to the Post Office or left for the UPS driver.

Shipping Labels:

The labels will, of course, print out in the same order as invoices and packing slips, to make collating easy.

The first time you print shipping labels for your batched orders, you will need to choose the size and format of the labels you use. Choose **L** for Label from the top menu. You will see definitions of the most common label types. Choose the type of label you want to use. After you have made the label choice once, it will default as the label type every time you print a batch of shipping labels in the future, unless, of course, you decide to change the choice at a later date.

Because people use different labels in different situations, Publishers' Assistant keeps track of the labels to use for each situation. The choice you make here will become the default only for batches of shipping labels. You will be able to set other defaults for, say, mailing labels for your catalogs.

If you choose one-up labels to be printed on a dot-matrix printer, Windows will require additional set-up steps. These are described under the heading **Printer Set-Up** on

the opening pages of this manual. If you are using laser or ink-jet labels, no additional printer set-up will be needed.

Using the Top Menu

The top menu here is the same as when the "Report Viewer" shows in other parts of the program. The significant items on that menu for batch printing are as follows:

Select:

Usually, you want to generate several reports or documents from the batch, in consecutive order. For example, you might want to first print the invoices, then a manifest listing, then packing slips, then the picklist, then shipping labels. Perhaps you'll want to print extra copies of all unpaid invoices, to be mailed to the customers separately. You don't want to exit this part of the program, then come back, for each item.

Therefore, after you print the invoices, just choose **Select** from the top menu (<Alt>+S), to select packing slips, labels, or whatever you want to print next.

View:

This allows you to view the batched documents on screen, rather than printing.

File:

This allows you to send the documents to a computer file, rather than printing on paper.

Print:

Obviously, this is the menu item to print the invoices, labels, etc. Once you select it, you'll face the standard Windows screen to be sure you've chosen the appropriate printer, etc. for this print job.

Label:

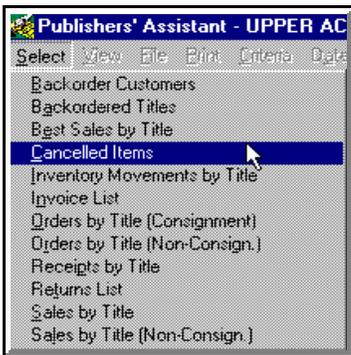
As noted above, this is where you select the label type and size you use for batches of shipping labels. In other parts of the program, you can use this same menu item to choose different types and sizes of labels.

Maintenance:

Throughout the program, the **Maintenance** menu allows you to modify any of the reports or to write your own reports. We do not offer free help with it and do not provide free support for changes that you make. That said, the menu option makes customization relatively cheap and easy. If, for example, you want to use a label type that is not defined in the main menu or if you want a different layout for your invoices, the **Maintenance** option allows you to do that.

Sales Reports

To get to the list of Sales Reports, choose <Alt>+S from the opening screen or use your mouse. Please note that many other reports which might be loosely categorized as



The Sales Reports Menu

“sales reports” appear in other parts of the program. In this section, we will discuss only those that appear on the **Sales Reports** menu.

Backorder Customers

This report lists customers who have backorders that have not yet been processed. Most users will want to run the report now

and then for housekeeping purposes. For example, sometime in the past you might have taken a backorder for a title, and the title was never put back into stock. Now you want to call or write to the customer with your apologies and to cancel the backorder. Or a reprinting was delayed, and you want to drop a postcard to backorder customers letting them know you haven't forgotten about them.

When you order the report, a **Title Selection Criteria** screen will appear. This allows you to define the report to limit it to certain titles, certain dates, etc. If you want to list all of your customers who have backorders, leave all the fields blank and click on **Continue**.

The **Summary** version of the report will simply list backorder customers, their Zip Codes, and their telephone numbers. The **Detail** version provides additional information such as the title ordered, the quantity, and the date of the order. This information should be sufficient to allow you to either fill the backorders, cancel them, and/or re-contact the customers. (The words **Summary** and **Detail** toggle on the top menu. If the report defaults to **Summary** and you want **Detail**, simply go to the top menu and change it.)

Note: To cancel a backorder manually, simply go back to the invoice and delete the ordered item. To delete a single item from an invoice, use <Ctrl>+T.

Note 2: If you entered an expiration date on the backorder, it will cancel automatically if it is not filled before that date.

Backordered Titles

This report lists the titles on backorder and the quantities of each. As with the above report, you can list all titles or

limit the report to certain titles and dates.

For general housekeeping, you might want to run the report now and then to be sure that all backorders have been filled when books arrived in your warehouse.

Best Sales by Title

The name of this report is a little confusing, but we couldn't think of a better name. It provides a simple listing of the number sold and dollar amounts of sales for each of your titles during any particular time range. As with other reports in this section, you can narrow the range of titles reported on—choosing one title, a range of titles, titles supplied by a particular supplier, etc. But most users will run it for all titles, over a particular time period. The titles are ranked: the best-seller by dollar volume at the top, followed by the next-best-seller, etc.

Note: This report might be used for the purpose of marketing analysis, and some might say that it should be in the “Marketing” menu. As noted earlier, there are also reports in “Marketing” and other parts of the program that might be used for “Sales” analysis. The functions, obviously, overlap.

Cancelled Items

This lists backorders that were automatically cancelled because they were not filled before the expiration date.

Inventory Movements by Title

Again, you can choose a title, range of titles, date range, or, if you leave the selection fields blank, all movements of inventory broken down by title. The report shows the numbers of books shipped, returned, added or subtracted from inventory, given away free of charge, shipped to a consignment customer, etc. during the period you have selected.

Invoice List

This report simply lists the invoice numbers and customers for any date, or range of dates, that you select. Occasionally, a confusing situation comes up, and you need every possible bit of information you can get for the purpose of troubleshooting.

Suppose, for example, that you receive a payment that does not refer to the bill-to or ship-to on the invoice, or the invoice number, or even the customer's PO number, so it's hard to figure out what is being paid for. But the check stub refers to a transaction date. This will help you track down the transaction.

Or you're filing the hard copy of invoices, and one is missing. You'll be able to see if the missing one was deleted or belongs to a customer whose order you've “lost.”

In short, for the purpose of checking your records or troubleshooting, this report will help you to narrow down what exactly happened on any particular date or range of dates.

Orders by Title (Consignment)

This summarizes the quantities of each title shipped to consignment customers, the discounts, and the invoiced charges.

It is kept as a separate report, because most publishers do not consider consignment orders to be “sales” until payment is received. However, the quantity of books shipped on consignment may be a useful indicator of business activity during any time period.

Orders by Title (Non-Consign.)

This summarizes the orders filled for any or all titles during any period. It can be a very valuable report for use in accrual bookkeeping, or for determining business activity (as opposed to cash received) during any reporting period. Consignment orders are excluded, as most publishers treat them separately for bookkeeping purposes.

Receipts by Title

In many cases, you will want to know how many books were paid for during a reporting period, rather than how many books were ordered. This is a general-purpose report with that information. It includes all books paid for during the chosen reporting period, regardless of whether they were ordered on a consignment or non-consignment basis.

Returns List

This itemizes your returns over any given period.

Sales by Title

This lists sales (orders) for any period, arranged in alpha numeric order by Title ID. The companion report following it gives the same information but for non-consignment orders only.

The Finance Menu

Because there are so many financial options and reports, the Finance menu is divided between **Receivables** and **Payables**.

Receivables:

Enter/Edit Receipts

You can enter a receipt either from the **Finance** menu or from the invoice screen in the **Sales** menu. Generally, however, you will probably want to use the **Finance** menu

when checks are received for orders that were billed rather than prepaid. To do this, choose **<Alt>+N** from the



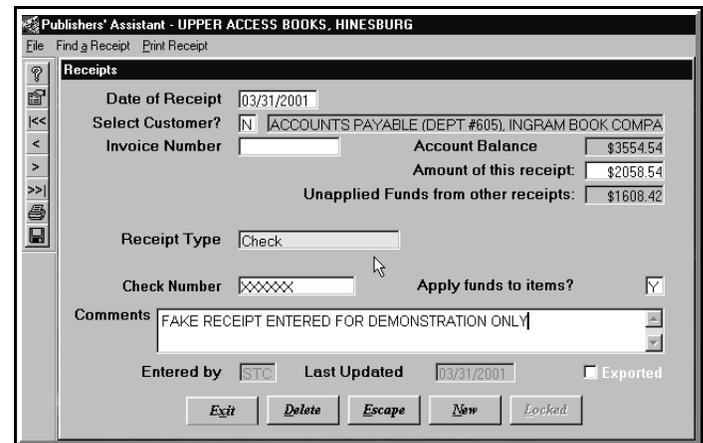
The Receivables Menu

opening screen, or use your mouse to choose **Finance**, then **Receivables**, then **Enter/Edit Receipts**. From there, you can either enter a new receipt or modify an existing one. If you are looking for an existing receipt, you can search by a variety of criteria, including the contact, the last receipt, date, etc.

Contact Screen:

You will be presented with the same contact screen that is used for orders, mail-list, returns, etc. In this case, you are finding a contact who is paying for an earlier order, so the person or company will already be on your database. Type in enough of the last name and/or company name and/or Zip Code to locate the contact on the pop-up screen and select by using **<F2>** or clicking with your mouse.

*Note: At the risk of stating the obvious, if the **Bill-To** was a different contact than the **Ship-To** for a particular sale, you are looking for the **Bill-To** contact when entering a receipt.*



The main receipts screen. Note that you have a choice of assigning it an invoice number or not.

Take a look at the contact screen and determine whether any changes are needed. For example, if the payment is early or late, you might want to enter a comment for future reference. If the payment was terribly late, you might

possibly want to exclude the contact from the mail list for future catalogs. Then use <Ctrl>+<End> or click on **Continue** to get to the **Receipt** screen.

Invoice Number:

If the receipt is to be applied to a specific invoice, enter the number here. If you don't remember the invoice number, use <F2> to list the customer's unpaid invoices and select the appropriate one.

With Publishers' Assistant, a receipt may or may not be assigned to a specific invoice. If the receipt is not assigned to a specific invoice, it is credited to the customer's account. Generally speaking, if the customer is paying for a specific invoice, the receipt should be assigned to that invoice for the sake of tidy bookkeeping.

But this is the book business, so some of your accounts may be messy by their nature. For example, if you do business directly with some of the major chains, they may have placed scores of orders, and their payments to you may not reference specific invoices. They may also send back many returns, again not referencing specific invoices on which the books were purchased.

Or, you may have a significant number of titles carried by a consignment wholesaler. You get a monthly check for books sold three or four months previously. The checks don't reference specific invoices or purchase orders, and, in practice, the titles paid for with one check may have been ordered with several different consignment invoices. In cases like that, it will be far easier to allocate the receipt to the account, tracking how many copies of each title were paid for but not selecting individual invoices.

If you wish to apply the receipt to the account rather than an invoice, simply leave the "Invoice Number" field blank.

Amount of this receipt:

If you filled in an invoice number, this field will default to the balance due on the invoice. If you do not fill in an invoice number, the field will default to the full, cumulative amount owed by the customer. In either case, you can change the default and fill in the actual amount of money received.

Unapplied Funds from other receipts:

This is not a field you can fill in, but if the customer has "Unapplied Funds" from earlier receipts or returns, the amount will show here. This is important information.

In general, if there are unapplied funds, that means there is money in your customer's account—money paid by the customer that has not been applied to the cost of books or other items purchased by the customer.

Suppose, for example, your customer has returned \$300

worth of books. If you credit the account (rather than sending a refund check), that \$300 will appear as Unapplied Funds. Or perhaps the customer overpaid a previous invoice by \$5. If you credited the account rather than making a refund, that \$5 will be available as Unapplied Funds.

Those funds can be applied toward any invoice dated after the funds became available. If, for example, the customer has Unapplied Funds of \$300, and you want to use those funds to pay off a \$200 invoice, just enter a receipt of zero amount (\$0.00). The Unapplied Funds are "available" for this receipt, and can be used to pay off the invoice.

Or, suppose you have Unapplied Funds of \$300, and an invoice of \$600. The customer, knowing that the credit is available, sends a check of \$300 to pay off the rest of the invoice. The check, plus the Unapplied Funds, can be used to close the invoice.

It is important to understand that when a customer has Unapplied Funds, that does not necessarily mean that the customer has a credit balance in his/her account. The customer may still owe you for thousands of dollars in unpaid orders. The presence of Unapplied Funds simply means that the customer has paid money that has not yet been applied to any of those orders. You can apply those funds to any order at any time.

Note: If you apply funds with this receipt, the receipt screen will still itemize the Unapplied Funds from other receipts. The fact that they were applied will reduce or eliminate the "Unapplied Funds from other receipts" that show up the next time you enter a receipt from that customer.

Receipt Type:

If the customer previously paid by credit card, the field will default to that type of credit card, including the card number and receipt date. Obviously, that default can be changed if the customer paid by check, or with another credit card, this time.

You can generally bring in the correct receipt type by typing a letter or two. For example, type **CH** if it's a check or **M** if it's a MasterCard. When you advance to the next field, the full name of the receipt type will fill in automatically. To get a list of valid receipt types, use <F2>. If you want to create a new receipt type that is not yet on the list, use <Ctrl>+Y.

You will then advance to fill in the check number or, if it's a credit card, the account number and expiration date if these are not already in place by default.

Apply funds to items?

If you are accepting a receipt for the full amount of a specific invoice, say **No**. In that case, Publishers' Assistant will automatically apply the funds to the invoiced items. If the receipt is being logged to the account or is less than the full amount of the invoice, you must say **Yes**. In those

Receipt Type	Credit Card?	Entered By	Last
UAP Dollars	N	STC	03/
American Express	Y	KL	09/
Cancel Debt	N	RWL	10/
Cash	N	RWL	08/
Check	N	RWL	08/
Discover	Y	RWL	08/
Mastercard	Y	RWL	08/
Money Order	N	RWL	08/
Other	N	RWL	02/
Visa	Y	RWL	08/

To create a new receipt type, use **<Ctrl>+Y** to get to the master file, then **<Insert>** to add to the list.

cases, Publishers' Assistant needs to know how many of each title are being paid for and how much of the receipt is being applied to shipping, taxes, etc. You will then be asked whether you want Publishers' Assistant to automatically apply funds to items. If you say **Yes**, Publishers' Assistant will make its best guess. You'll be shown what the guess was and, if Publishers' Assistant was wrong, you can change the figures. If you say **No**, you'll see a list of items for which the customer has not yet paid, and you can type in the correct numbers.

Title ID	Title	Invoice No.	Unpaid	Paid For	Expected	Received
WVOM2	VICTIMS OF MEM	68382- 1	3.00	3.00	\$74.85	\$74.85
DCD	DEALING CREATI	68382- 1	10.00	10.00	\$149.50	\$149.50
IDL	I DIED LAUGHIN	68382- 1	8.00	8.00	\$70.00	\$70.00

	Expected	Actual
Total Funds Available.....	\$397.25	\$397.25
Total applied to items.....	\$392.25	\$392.25
Remainder available for order		
Surcharges (taxes, shipping, etc)	\$5.00	\$5.00

The window for applying funds to items

If the customer has overpaid, you will have the option of either crediting the account or issuing a refund. Either way, you can choose **Print Receipt** from the top menu to print an appropriate credit memo.

The **Comments** field is for in-house use only and will not print on documents. Use it to note anything unusual about the receipt, for later reference if you or somebody else reviews the receipt at a future date.

When you have finished, choose **Exit** from the bottom menu to return to the opening Publishers' Assistant screen or **New** to enter another receipt. Use **<Esc>** if you want to exit the receipt screen without saving it.

Note: If, at any time you are entering a receipt and wish to examine earlier receipts from the same customer, use **<Ctrl>+<PgUp>**.

Batched Authorization

This option, in the **Finance** menu for **Receivables**, will simplify entering of authorization codes for credit-card charges after the receipts have been entered, if you wish to do so. Examples would be if you have generated a batch of backorders to be filled by credit card, or if you export your credit-card charges from Publishers' Assistant to other software for authorization. This step is not required by Publishers' Assistant, but the report makes it easy if you prefer to do so for your record-keeping. The process is in two steps:

1. Run off a **Worksheet**. This will provide the information needed to authorize the credit-card charges for your customers.

Customer Address	Credit Card No.	Amount	Authz
STEVE CARLSON PO BOX 364 HINESBURG, VT 05461	6011-6666-6666-6666 Expires: 10 / 2010	\$421.52	

Invoice No. 68328-1

The worksheet is not essential but can be useful in authorizing a full batch at a time in some situations

2. Enter the authorization codes. The receipts will then be logged automatically when you run off the invoices.

Because this process is often used for backorders, more details on this process are discussed in the section on backorders in the **Sales** menu.

Correct Account Beginning Balances

Generally, each customer should have a beginning balance of zero. However, there may be rare circumstances in which you may wish to change the beginning balance for accounting purposes. There also may be rare cases in which an archive may produce a non-zero beginning balance.

If there are incorrect beginning balances for any reason, customers' accounts may appear inaccurately in the



Accounts Due, Billing Statements, Credit Balances, and other Publishers' Assistant reports. In that case, you may wish to set the beginning balances to zero for all customers or for selected customers, or to change some beginning balances to plus or minus figures.

When you select this menu item, you will receive a list of all contacts, regardless of whether they have purchased anything. To shorten the list, click on **View** in the top menu. *Note: View plays a different role here than it does in other parts of the program.* The menu here will allow you to shorten the list to include only customers with non-zero beginning balances, non-zero ending balances, or both.

Account Name	Old Beg. Bal.	New Beg. Bal.	Account Ba
BALLEN BOOKSELLERS INTERNATION	2.77	2.77	0.00
EMERY-PRATT COMPANY, OWOSSO	3.02	3.02	104.85
BAKER & TAYLOR, SOMERVILLE	11.43	11.43	0.00
BAKER & TAYLOR, COMMERCE	1.27	1.27	1.27
NUTRI-BOOKS CORP. (ROYAL), DEF	-39.42	-39.42	-39.42
ELLEN RAYMOND, STARKSBORO, UT	15.66	15.66	0.00
WILLIAM E REED, GLEN DANIEL, V	104.60	104.60	0.00
NEW ENGLAND BOOK SERVICE, INC	11.97	11.97	0.00
LORRAINE SCHEIN, SUNNYSIDE, NY	3.00	3.00	0.00
MARION G RUTANEN-WHALEY, DEPAE	4.00	4.00	0.00
DAVID MEYER, MEYERBOOKS	133.31	133.31	0.00
SHARON K HALL, SOUTHFIELD, MI	2.00	2.00	2.00
MARY FINLEY, VOLCANO, HI	-7.95	-7.95	0.00
DEVORSS & COMPANY, MARINA DEL	-0.90	-0.90	0.00
ERNEST HARRINER, TREASURER, F	116.19	116.19	872.97

If you want to change any individual beginning balances, you can do so here. That will, of course, also change the customer's ending balance, which will show on the screen. After entering the changes, just use **<Ctrl>+<Enter>** to save the changes and exit back to the main program.

If you have a lot of changes, you might wish to use the **Process** option, at the top left of the top menu. This is useful if, for example, you have a lot of customers with beginning balances and you want to reset all of them to zero. In that case, go through the list first, and see if there are any customers you want to exclude from "processing." You can mark those customers by using **<Ctrl>+T**. Then, when you reset everybody else's beginning balance to zero (for example), those marked customers won't be included in the change.

Or, you can do it the other way around, marking *only* the customers whose beginning balances you *do* want to change to zero. Then, from the **Process** menu, choose **Invert Selection**. That way, all the customers you marked will be included in the "processing" and the others won't.

Like so many other Publishers' Assistant functions, this sounds complicated when described on paper, but becomes clear when you are looking at the screens, menus, and prompts. Most users will never have occasion to want to reset beginning balances, but if you do, you'll be glad that the capability is there.

Report Receivables

Obviously, the categories are arbitrary, and you will find reports that deal with Receivables in one way or another throughout the program. The ones listed under this menu item are as follows:

Accounts Received

This provides a quick summary of all revenues received during a particular time period. It is broken down by types of payment: checks, money orders, cash, and each type of credit card that you honor. For tax reporting or applying for a loan application, it's a quick way to find out how much money came into your business. For business analysis, it's a quick way to determine the percentage of revenues you received from, say, Discover cards.

Adjustment/Shipping Report



Receivables Reports

Each invoice has two adjustment fields and a field for the shipping charge. This report will itemize each, for any time period. The report has a variety of uses. For example, for business analysis, you might want to find out how much you charged for shipping during a particular period, compared to how much you actually paid to the Post Office and UPS.

Or, if you use an adjustment line for a specific purpose, the report will show how much was collected for that purpose. (For example, if you collect a city sales tax, in addition to state and county taxes, you might use an adjustment line for that purpose and use this report to show how much you owe to the city tax department. At Upper Access, we have used an adjustment line to record "Green Tax" environmental contributions and used the report to for the contributions which we have passed along to worthy non-profit organizations.)

If you use an adjustment line for a specific purpose, you should label it appropriately as the invoice screen default.

Aging Receivables

This itemizes the receivables, by customer, that are current, over 30, over 60, and over 90 days.

Billing Statement

These are the statements that most of us send monthly to customers who have amounts due from over 30, over 60, or over 90 days ago. The statements provide details on invoices and receipts since the time of the overdue charge.

Using the “Asset Account Selection” screen, you will have the opportunity to select the date range of transactions to be printed on the statement. Presumably, the range should end with “today” (the date of the statement). You will probably want to start the range no longer than, say, five or six months ago, to avoid printing out extremely long statements detailing older transactions. If there was an amount due as of the beginning of the period, that will show on the statement.

*Note: If you have a customer who places very frequent orders, and who may have just a few overdue invoices that precede orders that have been paid for, you may prefer the **Statement of Unpaid Invoices**, described below. It will be a shorter report, and will list only the invoices with balances still due.*

The Asset Accounts screen used for Billing Statements and a number of other reports

Cancel Debt Report

As the name implies, this report lists the customers for whom you have canceled debts and the amounts of the canceled debts. It may be useful for tax purposes and/or for a posting of customers for whom prepayment should be required if they order again.

Checks & Cash Report

If you make a regularly-scheduled bank deposit of all checks and cash received (daily, every two days or once a week, for example) this report will itemize all of the amounts to be deposited. Your bank may possibly accept it in lieu of an itemized deposit slip, saving some extra paperwork. In any event, it is useful for quality control—your deposit should match the total of the report and provide a permanent record of the deposited receipts.

Credit Balances Report

This provides a detailed listing of every customer with a credit balance. (In other words, the customers to whom you owe money.) A typical example would be a customer who made a return, which you credited to the account rather than making a refund. You might want to run off this report once in a while so that you can make refunds to those with older credits who have never ordered again.

Credit Card Report

If you accept credit cards, this will be an essential report to run off just prior to each daily batch. It details each charge, the amount, the account numbers, the customers' names and addresses, and the totals needed for batching. It also provides the physical records that the banks and credit-card companies require that you keep on file.

It is selected by date range. Therefore, if you batch credit-card charges at the end of each day, you will want to order the report for that date only. If you batch less often, the report can be ordered for as many days as you want..

Customer Order History Detail & Customer Receipts History

These reports cover similar territory, so they are discussed together. As the names imply, the **Customer Order** report provides details on each order, and the **Customer Receipts** report provides details on receipts.

These reports provide details of every order and every receipt. What was ordered when and what was paid for when. They are used primarily for trouble-shooting and problem-solving.

For example, suppose you sent a billing statement to Baker & Taylor, claiming that the company owed money for an order that was filled 120 days ago. The nice lady at Baker & Taylor calls back, saying that her records show that the invoice was paid. With these reports, you can determine the precise details of every order and receipt from Baker & Taylor during the time period in question. Perhaps you applied the receipt to a different invoice, for example. This information allows you to straighten out your records to agree with those of Baker & Taylor. Or perhaps you will find the information to show where Baker & Taylor's records were wrong and why they still owe you money.

Another example: suppose you run off a royalty report for one of your authors, and it says 1500 copies of a book were sold during the reporting period. But you know darn well that your exclusive trade distributor paid for 2,000 sales just last month. Maybe, when you posted that big check from the trade distributor, you were in a hurry and didn't allocate it correctly to the titles sold. (Or, on the other hand, you might have forgotten that the distributor had 500

returns the month before, so Publishers' Assistant had the correct numbers but you had forgotten why.) These reports will detail how every check that was received was allocated, and, if an error was made, you can correct it.

The selection screens for these reports allow you to select all customers or all customers including or excluding certain customer codes. There may be instances in which you will want reports for multiple customers, and Publishers' Assistant believes in giving you maximum flexibility. But in most cases, you will want to select a specific customer and a specific time period, to track down specific issues involving orders and receipts. (If you select all customers since the beginning of time and have a large database, this will be an extraordinarily long report.)

Export Credit Card Charges

As the name implies, this report exports credit-card information for use in other software programs such as IC Verify™ and PC Authorize™. Simply order the report for the date or date-range, and then choose **File** from the top menu. Of the choices available, select **Delimited File** for export to the other software. Detailed instructions on how to import these files into your credit-card software programs are posted at www.pubassist.com.

Receivables Account History:

This is a concise itemization of the transactions with a customer, listing all orders, returns, receipts, account adjustments, etc., with running balances. It is less detailed than the order and receipts history reports described above, in that it does not provide details on books ordered or paid for, for example.

Typically, you will run this report for a single customer for a specific time period, although Publishers' Assistant allows the flexibility to run it for all customers if you have the inclination and a lot of paper.

This same report, for a single customer, can be ordered directly from an invoice or return screen for that customer: Just choose **History** from the top menu of the invoice or return screen, then **Account History** from the mini-menu.

Receivables, Brief List by Name or Brief List by Date

Either of these two reports will provide a convenient listing of every customer who owes you money. The only difference has to do with whether you want the list in chronological order (the one with the oldest unpaid invoice first, etc.) or alphabetical order by name.

You can limit the lists to customers whose accounts are at least 90, 60, or 30 days old, or list everybody who owes money as of today.

Some publishers prefer to see this report before running statements to mail to overdue accounts. The information provided will allow for customization of the statements. For example, you may want to run statements for some customers covering transactions over longer or shorter periods. Or for some customers, a **Statement of Unpaid Invoices** may be more appropriate than a **Billing Statement**. This report will provide the information needed for such judgment calls.

In any event, this report (in either form) will provide a concise summary of accounts due, useful for tax records, loan applications, or internal financial analysis.

Receivables, Minor Balances

This is primarily a troubleshooting report—to find customers with small balances that you may wish to write off, or to correct invoices converted from an old version of the program for which the balances may have been a few cents different because of differences in methods of rounding discounts.

Refunds Report

This simply itemizes refunds you have made to customer as a result of returns or overpayments.

Statement of Unpaid Invoices

As noted above, some publishers prefer this over the more common **Billing Statements** to send to customers. For customers with large numbers of orders, it has a cleaner appearance and seems more to the point. Rather than listing all charges and receipts over a specific time period, it lists only unpaid invoices.

One thing to watch out for: The report will total the unpaid invoices, and in some cases, that total may not match the Account Balance, listed on the bottom of the statement.

This can happen for a couple of reasons:

1. The customer may have “Unapplied Funds” from a return or overpayment. If those funds have not been applied to an invoice, they will not reduce the balance of the invoice, even though they reduce the overall balance of the customer's account.
2. In some rare cases, the customer may have a “Beginning Balance” in a positive or negative amount. This will affect the ending account balance, but not the total of the unpaid invoices.

If there is a difference between the account balance and the total of unpaid invoices, that will be noted on this statement, but not outlined in detail. If there are complexities in the account that need to be included on a statement for a specific customer, the **Billing Statement** may be more appropriate.

Unapplied, Brief List by Name

This is a simple listing of customers with Unapplied Funds, listing the amounts and the date of the last transaction for each.

It's a good housekeeping report; you may find that some of the Unapplied Funds are inappropriate, and should be applied to old invoices. If there are a great many such cases, it may be a sign of corruption in your database, signalling a need for corrective action. One action that may help for at least this specific symptom would be the **Unapplied Funds Data Integrity Test** (on the **Tools** menu, under **System Maintenance**).

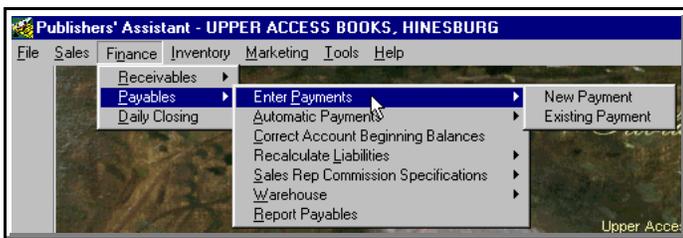
Note: The standard selection screen for this report asks for a date range. In most cases, you will want to leave the beginning date blank, and use today for the ending date.

Unapplied Funds Detail

This report details Unapplied Funds for every customer who has ever had them. You are not likely to ever need this report, but it's there as an extra troubleshooting report if you have a very confusing situation involving Unapplied Funds.

Payables

Like the **Receivables** portion of the **Finance** menu, the **Payables** portion contains several specific activities followed by relevant reports. To get to this section from the opening screen, choose **Finance** from the top menu, then **Payables**.



The Payables Menu

Enter Payments

First, a quick semantic note. Although a customer makes “payments” to you, Publishers’ Assistant calls those transactions “receipts” rather than payments. When Publishers’ Assistant refers to “payments,” it is talking about money you are paying to other people.



Publishers’ Assistant tracks the amounts you owe to several categories of people, such as authors, sales reps, and other publishers whose books you distribute. When you run

off reports to determine how much you owe to those people, the reports also keep a running balance that includes your payments to them.

This is a useful feature. For example, you may have given your author an advance against royalties. You may send that author a royalty report every quarter or every six months, to document the number of books sold and the amount owed for those sales. Under your contract, you don't owe the author more money until the advance is earned back. Therefore, for accurate record-keeping and user-friendly reports, you will need to enter your payments, including the advance against royalties, made to your author. That is only an example; there may be other situations in which you overpaid or underpaid somebody for a previous reporting period. Or, you may have a sales rep who ordered a book from your catalog and asked you to deduct the cost from her commission. Therefore, Publishers’ Assistant keeps a running balance.

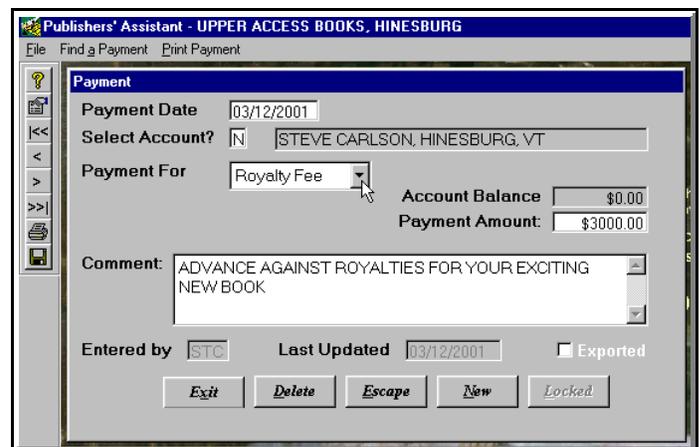
To enter a payment, begin with **<Alt>+N (Finance)** from the opening screen (or use your mouse), then choose **Payables** and **Enter Payments**.

Contact Screen:

Anybody you owe money to (for purposes tracked by Publishers’ Assistant) is, by definition, a contact already in your database. So type in the first few letters of the last name, company name, and/or Zip Code to find the contact on the pop-up screen and choose with your mouse or the **<F2>** command.

You'll get the familiar contact screen, the same as that for orders, mail list, and other functions of Publishers’ Assistant. Make any changes you want, then choose **Continue** from the bottom menu or else progress to the next screen with the **<Ctrl>+<End>** command.

Payment Screen:



The main screen for entering payments

The top of the screen will fill in the date of payment and the contact. If these are correct, proceed to the **Payment for** field.

Payment for:

Hit **<Enter>** in the field to receive a list of options. The options will be **PO, Royalty, Consignment, Commission,** and **Other**. With the exception of **Other** (added to the list for exceptional situations), these are the categories of liability accounts that are tracked by Publishers' Assistant for reporting purposes. Please be sure to select the correct category.

The categories are fairly self-explanatory. One conceivable source of confusion is a case in which you distribute books from other publishers. You probably used purchase orders to order the books and put them into stock in your warehouse. If the terms of the purchase order were "Consignment," then you don't incur an obligation for payment until after the books are sold. In that case, the payment is for **Consignment**. If you are paying for all of the books ordered, independent of your sales, then the payment is for the **PO**.

In rare circumstances, you may have a contact to whom you owe more than one category of payments. For example, you may have an author who is also a sales rep. If you want, you can arbitrarily enter the payment in one category, and the balance will be brought up to date. But the bookkeeping will be a little cleaner if you enter two payments, with the correct amounts for each category.

If the payment is for a purchase order, you will have a chance to enter the PO number. Otherwise, you will progress to the **Payment Amount**.

Payment Amount:

The default will be to the amount of the **Account Balance**, which will also be displayed on the screen. But needless to say, you can change this to the amount that you are actually paying.

*Note: If the account balance seems to be incorrect, an error may have been made in recording an earlier payment. To view and/or edit earlier payments to this contact, use the **<Ctrl>+ PageUp** command.*

Comments:

You can put anything you like into this field. At Upper Access, we use it to record the check number, for later reference if questions were to arise. In this case, the comment field appears on the detailed versions of the reports—so the reports will be more complete and informative if you do enter a check number and perhaps any additional information to identify what the payment is for.

That's it. You've entered the payment. If you want to enter another payment, choose **New** from the bottom menu. If you want to go back to the opening screen, choose **Exit** or use the **<Ctrl>+<End>** command. If you want to leave without recording the payment, choose **Escape** from the bottom menu or just hit the **<Esc>** key.

Automatic Payments



The **Payables** menu includes a listing for **Automatic Payments**. This is an easy function to use. Just select it, follow the prompts, and you'll pay off the balance of every liability account, such as author royalties, sales-rep commissions,

consignment accounts, etc. It's a very easy way to pay your bills.

Why would you want to use this feature? Well, some Publishers' Assistant users have told us that they just don't want to fuss with entering all payments. They run off their royalty reports and write checks for the amounts due for the period. They do the same for any other liability accounts. The balances are kept up-to-date in a clean manner. Therefore, they don't want to take the time for the extra step of entering individual payments to each author, each sales rep, and each consignment supplier.

If that's the way you do business, just select **Automatic Payments**. The payments will be recorded as made on your next reports.

Correct Account Beginning Balance

This is a function you will use rarely if ever, but in rare cases you'll be glad it's there. (As with most payables, it is not relevant to the Sonnet edition, which tracks what is owed but does not track payments.)



In general, when you start using Publishers' Assistant, you will want beginning balances of zero for all of your payable accounts. In other words, for bookkeeping purposes, the best time to start with a new system is when the balances are zero.

However, if that is not the case, you can use this function to reset individual accounts to positive or negative amounts.

Or, if through some fluke of archiving or disruption of your database the beginning balances were reset incorrectly, you can use this function to bring them back to zero. Again, this is very unlikely, but we like to include mechanisms to fix any problem that we can possibly imagine.

The procedure is exactly the same as that to reset beginning balances of your receivable accounts, described in detail in the **Receivables** section above.

Recalculate Liabilities

If you made an error in entering information for any of your liability accounts, this function will be a life saver! Just correct the information, recalculate, and your reports will reflect the changes.

You can choose to recalculate **Royalty Fees, Consignment Costs, and/or Sales Rep Commissions.**

The selection screen allows you to choose to recalculate for a specific title, a range of titles, or all titles. No harm will be done if you run the process for all titles. (If no changes were made, the recalculation will be the same as the original calculation.) However, if recalculation is needed for only one title, the process will take a shorter time if you select it individually.

Importantly, the selection field also allows you to choose a date range. If you are simply correcting a mistake, and want to change the calculations from the beginning of time, then leave the beginning date blank and use today as the ending date.

But suppose you have recently negotiated a changed contract with one of your authors or sales reps. In that case, you won't want to recalculate the percentages owed for all of the past transactions. Start with the date when the revised agreement took effect.

Note: When you change specifications for royalties, commissions, or consignment costs, you will be asked whether you want to recalculate at that time. If you do, you will have no reason to seek out the function as a menu item—the process will proceed automatically from the screen on which you choose it.

Sales Rep Commission Specifications

This is a simplified way to check and correct sales rep commission specifications for individual customers.

Note: Sales reps are usually assigned when an invoice is entered. However, if you have not done that consistently, this function allows you to make sure that the correct specifications are set for each customer for whom sales are subject to commissions for a sales rep.

Once you choose this option, the next choices are **Individual** and **Browse**. If you choose **Individual**, you can enter a rep's name (or choose from a list of existing reps). Then you can choose a customer, using the standard Contact screen. This is a good method if, for example, you know that a specific customer has not been assigned to a

rep, and you wish to do so retroactively. Or, if you are adding new customers that will be subject to commissions, you can designate them here before entering their first orders.

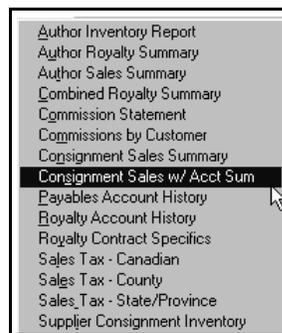
In most cases, you will wish to choose **Browse**. That way, once you choose a rep, you'll see a list of the customers whose sales have been subject to commissions. If the percentages or other details are incorrect, you can change them here. If there are significant numbers that need changing, and the changes are consistent (for example, if the commission percentages for sales to most or all of the customers should be changed to, say, 10%), use the **Process** option on the top menu. If there are a few customers for whom the specifications should not be changed, mark them with **<Ctrl>+T** to exclude them from processing.

After making the changes, you'll be asked if you wish to **Recalculate** the commissions based on the new information. If you wish to recalculate commissions from invoices that have already been entered, say "Yes."

Payables Reports

This menu provides a series of reports for authors, sales reps, consignment suppliers, and other payable accounts such as the state and county sales tax departments.

In this discussion, we will list them not in the order in which they appear on the menu, but divided by categories.



Author Royalty Reports

*Note: The information needed to compute royalties is not entered in the **Finance** menus. Royalty contract information is entered in **Title Data** screens with the other specifics for each title.*

Author Inventory Report

This summarizes inventory transactions for any title for which author royalties are due. You can choose a specific title, a range of titles, or all royalty titles, for any time period. You may use this report as a supplement to the **Author Royalty Summary** for a fuller accounting of all transactions involving the author's titles.

Author Royalty Summary

This will commonly be used as the royalty report that will accompany the payments to authors. It summarizes sales for the chosen period, computes the royalties according to the contract information entered in Publishers' Assistant,

notes payments made to the author(s) during the period, and the amount due.

*Note: While the **Royalty Summary** contains the information expected by most authors and publishers, many will prefer the far more detailed **Royalty Account History** described below.*

Combined Royalty Summary

This report combines features of the Royalty Summary and the Author Inventory Report. However, it does so in abbreviated form. We should emphasize again that many authors prefer the **Royalty Account History**.

Author Sales Summary

This is a quick listing of all of your authors and the amounts you owe them.

Royalty Account History

This is much more detailed than the **Author Royalty Summary**. Each sale of the author's titles is listed, with a running balance. It gives your authors a more complete accounting of sales and royalty calculations than does the **Summary** report. In our experience, authors appreciate the more detailed information. The only disadvantage is that if there have been a great many invoiced sales and returns during the reporting period, this may be a very lengthy report.

Even if you routinely use the summary report or the combined report, if any of the calculations seem confusing, you may wish to run the **Royalty Account History** to check the details. This will show all of the transactions that resulted in the figures that appear on the summary reports.

Royalty Contract Specifics

This report itemizes your contract terms with each author. It also summarizes the numbers of the author's titles sold to date, the amounts paid and the current balance of royalties owed to the author.

The report has many uses. Perhaps the most important is to double-check the specifications you have entered for computing each author's royalties. It is much more convenient to check the specifications from this report than from the **Title Data** screen where they were entered.

Sales Rep Reports

Commission Statement

You may choose reports for any or all of your sales reps for any time period. The report lists commissionable sales, computes the amounts owed, payments during the period, and the balance due. It is a detailed report, with

information about each sale, the rate at which the commission was computed, etc.

Commissions by Customer

This is a less detailed report than the **Commission Statement** (above). It simply lists the customers whose purchases were liable for commissions to the sales rep during the reporting period, the total of commissions from each customer's purchases, and the balance owed to the rep. The main use of this report would be if you have a rep with an extraordinary number of sales during a period, making the **Commission Statement** too lengthy. But in our experience, sales reps prefer the extra details included in the longer report.

Consignment Supplier Reports

There is some possibility of semantic confusion about these menu items. The reports here do *not* account for your titles being sold on consignment by others.

Many publishers carry books published by others, on a consignment basis. Perhaps you distribute other publishers' titles to the trade, through your network of sales reps. Or perhaps you list other publishers' titles in your retail catalog, filling orders by mail, paying the publishers after the books are sold.

In either case, you will have listed these titles as "Consignment" on the **Title Data** inventory screen, along with the "supplier" (the other publisher) and the "rate" (percentage of the cover price you will owe to the publisher after sale). The reports here offer a complete accounting of the sales of the other publishers' titles and the amounts owed to them.

Consignment Sales Summary (with or without Account Summary)

This is the principal report you will use to compute the sales and amounts due to each consignment supplier. It will compute what you owe to each supplier, based on the terms you entered in the **Title Data** screens for each title, and the sales for any reporting period you may choose.

If you choose the version **With Account Summary**, the reports will also summarize payments you have made to each supplier, and the balance due at the time of the report. (Otherwise, the balance due will be assumed to be the amount owed for the reporting period, which is clear in the report.) In addition to sales, it tracks your payments to the supplier in any given period, to keep a running balance.

The only logical reason for choosing the version without the account summary is if you don't want to bother to enter payments into Publishers' Assistant. However, with the **Automatic Payments** feature, it's easy to keep the account

records up to date, and your reports to suppliers will be more informative.

Supplier Consignment Inventory

For a more complete accounting, you may also want to run off this report for each supplier. It accounts for all inventory transactions during the selected period: what was in stock at the beginning of the period, how many copies were received, any adjustments, how many copies were shipped, and the ending inventory.

The Supplier Consignment Inventory report may not seem essential, because it does not affect the amount owed to your suppliers. However, it gives them detailed information, for the purpose of accountability.

Also, the **Consignment Sales Summary** reports only for titles that have sold. If you have titles in inventory on consignment that do not sell during the reporting period, they will not appear on that report. Therefore, if you are obligated to account regularly to all of your consignment suppliers, regardless of whether their titles have sold, use the **Consignment Inventory** report, which accounts for all titles regardless of whether they have seen any activity during the period.

Payables Account History

This report, as the title suggests, will provide detailed accounting for any or all of your **Payable** accounts. We list it here, with other reports for consignment suppliers, because the other major payable contacts tracked by Publishers' Assistant (authors and sales reps) have separate, similar reports designed specifically for them.

This is a detailed report. It will itemize each transaction for your consignment supplier (or other payable contact) during any reporting period you choose, with a running tally of the amount owed after each relevant order, receipt, return, payment, etc. Because of the additional detail, you might want to consider using this instead of the **Sales Summary** reports for your consignment suppliers. Or if you do use the summary reports and the numbers don't look quite right, you may want to run the **Payables Account History** for details on how Publishers' Assistant arrived at those summary numbers.

Also, if you have a contact with more than one "Payable" relationship with you, this report will summarize all transactions involving that person. This may be extremely useful if you have, say, an author who is also a sales rep and/or a consignment supplier.

Sales Tax Reports

Sales Tax— State/Province

This is the general, most comprehensive sales tax report for most Publishers' Assistant users. You can run off a detailed report of taxes collected for a specific state or province, or for all states or provinces for which you have collected taxes. The report will itemize all information you need to report to the state or province. Specifically, Publishers' Assistant reports the total sales within the state during the period, taxed sales, nontaxed sales, the tax rate, whether or not shipping is taxed, taxed returns, nontaxed returns, and the net tax due.

As with most Publishers' Assistant reports, this one comes in both "Summary" and "Detail" versions. The default is Summary, because that is what you are most likely to use. But if the numbers don't look right for any reason, you can check them by clicking on **Detail** on the top menu. This will list the specific sales, including invoice numbers, within the state or province, with the amount of sale and the tax calculation.

Note: If you are collecting sales taxes for only one state, it will make no difference whether you select that state or not for the report. The report will itemize only the states for which there were taxable sales.

Sales Tax — County

As you might expect, this provides details of your county tax collections. You can select all counties for which taxes have been collected during the reporting period, all counties within a particular state, or a specific county.

Sales Tax — Canadian

This report was specifically designed for Publishers' Assistant users who are in the U.S. but who collect the GST for Canadian orders. They enter the GST rate as a "State" tax for each of the Canadian provinces. The report shows how much was collected in each province, with a total for all Canadian orders during the reporting period.

It is less useful for Canadian users, who might want to adopt a different system, such as using the "State" tax field for provincial taxes, and the "County" tax field for the GST.

Daily Closing

This is the final menu option on the initial **Finance** menu. It was put there years ago, when some users had extremely slow computers. It is doubtful that any user will need it today, but we've kept it just in case you are trying out the program with a computer that today would widely be regarded as an antique.

If you are in that situation, go to **System-Wide Options** (<Ctrl>+S or use the **File** menu) and say **No** to the question “Auto update liability & inventory?” That would speed up cursor movement and screen changes a wee little bit. The trade-off is that you would need to use **Daily Closing** periodically (not necessarily daily) to update inventory and liability. Again, we strongly discourage most users from using this option.

Inventory Menu

Order & Receive

Note: If you don't need to use a purchase order at all to resupply your inventory, skip to the next section **Add/edit title data** That explains how to simply add titles into inventory with the **Inventory Corrections** function.

Order and Receive is used when you obtain books from another supplier via a purchase order. For example, you may do trade distribution for other publishers' titles or carry their titles in your retail catalog. When your inventory runs low, you can prepare and print a purchase order, then restock when the books arrive. The amount owed to the supplier is tracked by Publishers' Assistant, and payments will be recorded. (If you are stocking the books on a consignment basis, Publishers' Assistant will assume that you do not owe a payment to the supplier until the books are sold.)

If other publishers drop-ship books for orders you take, you could use a PO with the customer's address in the ship-to field. The PO would show what you owe that other

Enter New POs or Existing POs:

This is the first choice that will show on the screen. Publishers' Assistant makes it easy to find an existing purchase order for the purpose of reviewing or modifying it, restocking, or entering a payment to the supplier. The new screen will allow you to search by supplier, order number, date, title, or to simply choose the last order. If you are entering a new purchase order, you will have a choice of choosing a specific title, an existing supplier, or a new supplier. Either way, if you choose a specific title, you will be able to find it with a key-word search.

Change Supplier Address?

The supplier you have chosen (or the supplier of the title you have chosen) will automatically appear on the screen. If you want to make a change, just say “Yes.” You will get the supplier's contact screen, to enter any address change or other information, such as new codes.

Change Ship-To Address?

Assuming you have entered your company as the “Owner Contact” in the **System-Wide Options** menu, your company name and address will default here. If you have not done so, you might want to pause to do it now. The shortcut to that menu is <Ctrl>+S. On the other hand, you may want to have the books shipped somewhere else, such as a separate warehouse or a drop-ship customer. In that case, use **X** to clear the ship-to field, then **Y** to choose another ship-to contact.

Total Order Discount:

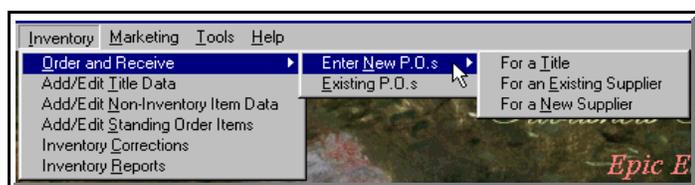
If the discount will be the same for all of the titles ordered, you may enter that amount here. If the discounts are different for different titles, leave this field blank and wait to enter the individual discounts on the order screen, which will come next.

*Note: If you carry other publishers' books on consignment at a set discount rate, **do not** enter a Total Order Discount here. The discount rates for those titles will have been established on the title data screen, and Publishers' Assistant will remember the appropriate discounts for a purchase order.*

Enter or Receive Order Items?

If it's a new purchase order, you will, of course, say “Yes.” You can also say “Yes” to review or revise the items on an existing order, or to restock when the books arrive.

The screen is roughly similar to that used on invoices, for the items customers order from you. Enter the Item ID, or—if you don't remember it—use the <F2> search function. The “C” column is for “Condition:” leave it blank unless you are ordering slightly damaged books at a



The basic Inventory Menu

publisher, but you'll probably want to send along the customer's invoice and a shipping label.

Other uses of this function are possible. For example, if you order new printings of a title regularly, you may enter your printer as a supplier, sending purchase orders for new printings and tracking your payments to the printer.

To use this function, choose **Inventory** from the top menu, then **Order and Receive**.

discount. Then enter the quantity. Then, if you have not entered a “Total Order Discount,” you can enter either a percentage discount or a deduction of the amount of dollars here. (If you are ordering books on consignment, the discount will default to the rate you entered on the Title Data screen.)

If you are ordering several titles, use the <Insert> key to open the fields for each additional title.

Ship Via:

Choose the delivery service you prefer or leave the field blank. You can usually obtain the service you want by just typing in the first couple of letters: for example, **Pr** for Priority Mail or **Bo** for Book Rate. The first service listed alphabetically beginning with the letter(s) you choose will appear when you advance past the field. Therefore, if you choose UPS Red, you'll have to type **UPS R** to distinguish it from UPS Ground or UPS Blue. Use <Enter> or <F2> to obtain a valid list of courier services recognized by your Publishers' Assistant program. To add a new service to the list, use <Ctrl>+H. (At Upper Access, we've added the option “Best Way” to make clear that the supplier can choose any reasonable shipping method.)

As with invoices, if you choose a non-postal courier service such as UPS, Publishers' Assistant will look to see if there is a Courier Address (e.g., a street address if the postal address is a PO box). If one is found, the ship-to address on the screen (and on the purchase order) will automatically change to the Courier Address. If you forgot to enter a Courier Address in your owner-contact information, you can re-access your contact screen by going to the top of the purchase order screen and choosing **Change Ship-To Address**. Your contact screen will appear, and you can say “Yes” to the question about the courier address. Add the information, then key through the rest of the contact screen and choose **Continue** to get back to the purchase order. (When you change the contact from this screen, you may have to key through the whole screen to make the changes hold on the purchase order.)

Comment:

The comment field is free-form, and a fairly lengthy comment can be accommodated by the standard purchase order form. The comment can be a friendly note, directions to pack books securely, or anything else you'd like to say to your supplier. If you do a lot of purchase orders, you will probably have stored macros for common comments.

Taxes, Shipping Charges, and Other Adjustments:

Since the books are presumably for resale, you will probably say “No” to the question of whether the purchase is taxable. However, if your state has an applicable gross

receipts tax or value-added tax, it can be computed here. Canadian publishers may want to use this function to compute the GST.

Any shipping charge that you expect to pay the supplier can be added, and there are two additional adjustment lines that may be used in any way you see fit.

Note: None of the adjustment fields will print on the purchase order unless dollar amounts are filled in.

The main screen for entering Purchase Orders

Terms and Status:

The **Terms** options are similar to those used for invoices. If you are enclosing payment with your order, choose **Prepaid**. If you are reselling the books on consignment, be sure to select **Consignment** (and also be sure that the titles ordered are categorized as consignment on the title data screens). For a full list of valid terms, click on the field and scroll the list with the arrow keys or scroll bar.

Status will fill in automatically, generally as **Open** at first and as **Closed** when the ordered books are received. If a consignment order is partially filled, the status will show as **Paid**. That's a sort of arbitrary, in-between status. If you want to change the status to **Closed**, just change the quantity of books ordered to the quantity that was received. (The **Paid** status on a consignment order simply means that no additional payment information is being tracked for the Purchase Order, because payment won't become due until you have sold the books.)

To Receive Books:

Go back to the existing purchase orders. Select **Enter or Receive Order Items**. Put the appropriate quantity into the

Qty Received column. That's it: the books will now be put into stock. To return to the main Purchase Order screen, use **<Ctrl>+<End>** or click on the upper-right X.

To Print a Purchase Order:

Select **Print** from the top menu (**<Alt> +P** or use your mouse), or use the icon on the tool-bar. The menu options are the same as for printing invoices or virtually any other documents.

Other Choices on the Top Menu:

If you are finished with the purchase order you were working on and want another existing purchase order (*e.g.*, for the purpose of receiving books), choose **Find an Order**.

If you are prepaying the order, choose **Payment**. (Note: you do not have to enter the payment from the PO screen. Payments can be entered at any time from the **Finance** menu. The option is available here for your convenience if you do wish to enter a payment while preparing the PO or restocking the ordered books.)

When you are finished with the PO . . .

Choose **Exit** from the bottom menu (or **<Ctrl>+<End>**) to return to the opening Publishers' Assistant screen. If you want to enter a new PO, chose **New** or **<Ctrl>+<Enter>**. Or, as mentioned above, if you want to find another existing purchase order, use the top menu. As with all other Publishers' Assistant screens, if you exit with the **<Esc>** key or **Escape** from the bottom menu, the information you entered will not be saved.

The "Forecast Sales" Feature . . .

In **System-Wide Options** (**<Ctrl>+S** from almost anywhere in the program), you can elect to have Publishers' Assistant **Forecast Sales of PO Items**. If you elect to use this feature, whenever you enter a purchase order for books from a specific supplier, Publishers' Assistant will try to determine your needs for all titles that come from that supplier. It will look at the numbers in stock, the low-inventory levels, the length of time it takes to fill orders, and carton counts. These are all, of course, just educated guesses, based on the pace of sales and the other information that you have entered into the program. It is easy to override these guesses, but the feature may be helpful in determining how many copies of each title to order.

If you don't really have any use of this feature and become annoyed by it, just go to **System-Wide Options** and turn it off.

Add/Edit Title Data

This is the major place in the program where you let Publishers' Assistant know everything about the titles that you publish and sell. Choose **Inventory** from the top menu, then **Add/Edit Title Data**.

Title ID:

If you are entering a new title, choose an ID that will be a useful identifier. Every publisher has a different system. Some prefer to use an ID that is a shortened version of the book title. Others prefer to use a portion of the ISBN number. At Upper Access, when we were fulfilling books from other publishers, we gave each publisher a unique prefix, then followed with a digit to identify the title. That way, all books were shelved in numerical order, yet books from the same publisher were shelved together. Any numbers, letters, or combinations thereof may be used.

If you are searching for a title that has already been entered into your program and don't remember the ID number, use **<F2>** to find the title with a convenient word search.

Title:

The screenshot shows a window titled "Title Maintenance" with the following fields and controls:

- Title ID: IDL
- Title: I DIED LAUGHING
- ISBN: 0-942679-25-3
- Retail Price: \$8.75
- Choose Supplier? UPPER ACCESS, HINESBURG
- Consignment?
- Enter title cost data?
- Weight: 0 lbs. 6.0 oz.
- Out of Print?
- Carton Count: 60
- Carton Weight: 21
- Reorder Count: 500
- Order Lead Time: 60
- Genre:
- Maintain in Inventory?
- Comment:
- Enter authors and royalty specifics?
- Entered By: STC
- Last Update: 03/16/2001
- Buttons: Exit, Delete, Escape, New, Locked

Basic Title Maintenance is done from this screen

If you are entering a new title, simply enter the title of the book. If you are modifying an existing title, the title will appear automatically, and you can edit it if you want.

Note: Some reports list titles alphabetically or alphanumerically. Therefore, if you have large numbers of titles that start with words such as "The" or "An," you may wish to delete those words in order to find a specific title more easily on a report.

After completing the **Title** field, enter the **ISBN** and the **Retail Price**.

Choose Supplier?

If you are the publisher of the book, enter your own company as the supplier. If you are distributing a book published by somebody else, enter the other publisher here. Note that any supplier who has been entered for a title will pop up on a list when you choose the supplier. If the supplier for this title is not yet on the list, hit the **<Esc>** key. A Contact screen will appear. If the supplier is already on your database, you can retrieve the appropriate contact screen—and use it even though the contact may have been entered as a customer, an author, a mail-list name, etc. A single contact can serve more than one function in Publishers’ Assistant. If the supplier is not there yet, enter the relevant information and choose **Continue** from the bottom of the Contact Screen.

Note: Even if you are the “supplier” of all titles you carry, it's useful to enter your company as the supplier each time, as some reports search for the supplier.

Consignment?

If you are distributing another publisher's title on a consignment basis, paying only after the books are sold, say “Yes.” Otherwise, say “No.”

Enter Title Cost Data?

This is important information for a variety of reports, so don't skip this field. The new screen will be different depending on whether or not the book is carried on a consignment basis.

For a non-consignment book, you will enter the dollar amount that you pay for each book. This may be the actual amount that you pay the printer, but for more accurate bookkeeping, you may compute other factors into the production cost. In general, you will want the actual cost of

Discounted More Than	Rate	When Ordered?	Entered By	Last
0.00%	50.00%	N	STC	09/1
40.00%	45.00%	N	STC	09/1
55.00%	40.00%	N	STC	09/1

producing each copy of the book.

The cost per copy may change when you go to a second

printing, a third printing, etc. Therefore, the screen allows you to enter one cost for more than zero copies. Then hit **<Insert>** to enter the cost for more than, say, 5,000 copies. Then **<Insert>** again for more than, say, 8,000, etc.

For a consignment title, you will enter the “rate.” Please note that the “rate” is the reverse of the “discount” you take when you sell the book. For example, if your “discount”

that you take on books you sell is 55 percent, then the “rate” will be 45 percent. The rate is based on the cover price of the book. But suppose you sell some copies of the book at different discounts. You may enter one rate for copies of the book you sell at full price, another rate for copies you sell at more than a 30 percent discount, etc.

*Note: The distinction between “rate” and “discount” may be confusing at first. If you carry other publishers' books, your contract probably establishes a discount rather than a rate. But the distinction is important in this context, because the rate you pay the other publisher can change with the discount in the price you charge your customers. Again, the **rate** is the percentage of the cover price that you pay to the supplier. The **discount** is the percentage deducted from the cover price in the sale to your customer.*

Weight:

This is the weight of a single copy of the book, usually rounded up slightly to account for the weight of the packaging, plus catalogs or anything else you routinely include in the package. The total weight of the order will print on the invoice, saving time in your packing room.

Out of Print?

Many reports allow you to exclude titles that are out of print. This allows you to avoid cluttering up, say, an inventory report or sales report with inactive titles. Also, when you are archiving titles, a convenient option is to archive all out-of-print titles. (They will not archive, however, until all orders and receipts for those titles have also been archived.)

Carton Count and Carton Weight:

Enter the number of books that come in the cartons supplied by the printer. That way, when you fill large orders, you'll know how many cartons are to be shipped. It may be useful to also note the actual carton weight: if you've rounded up the weight of a single book to account for packaging, a carton of 40 books may not be 40 times that amount.

Reorder Count and Order Lead Time:

Enter the number of copies in stock that would signify a low-inventory level and trigger a decision to re-order. When inventory drops below that level, every time you invoice a sale of copies of that title, Publishers’ Assistant will remind you that it is time to re-order. The lead time can be useful in determining how quickly the new order must go out. If you use the **Forecast Sales** function (described among the **System-Wide Options**), the lead time will also be factored into Publishers’ Assistant' guesses of how many copies to order.

Genre:

Many reports can group titles by **Genre**. For title listings, inventory reports, mailing labels to customers who have bought certain types of books, etc., it is often useful to categorize your titles in this way.

Please note that Publishers' Assistant does not maintain a list of validation codes for the **Genre** field. You can type anything you want into the field. Make sure that you use exactly the same spellings each time you want to categorize another title into the same genre. If you call one title POETRY and another POEMS, then Publishers' Assistant will think they're two different genres.

Edit Comment?

This comment field can be as long as you want it to be. It can serve as a ready reference to check the number of pages, a summary of the contents, copyright date, or any other information that is not methodically tracked by Publishers' Assistant. This is especially handy if you receive many telephone orders: you can scroll through the screen to find answers to the questions asked by potential customers.

Enter Authors and Royalty Specifics?

If this is a royalty title, you should be sure to enter this information accurately before you invoice any sales. Publishers' Assistant computes royalties based on the information it has at the time the sales are invoiced. (If you do make a mistake, Publishers' Assistant does allow you to recalculate royalties for past orders. But life is easier if you get it right the first time.)

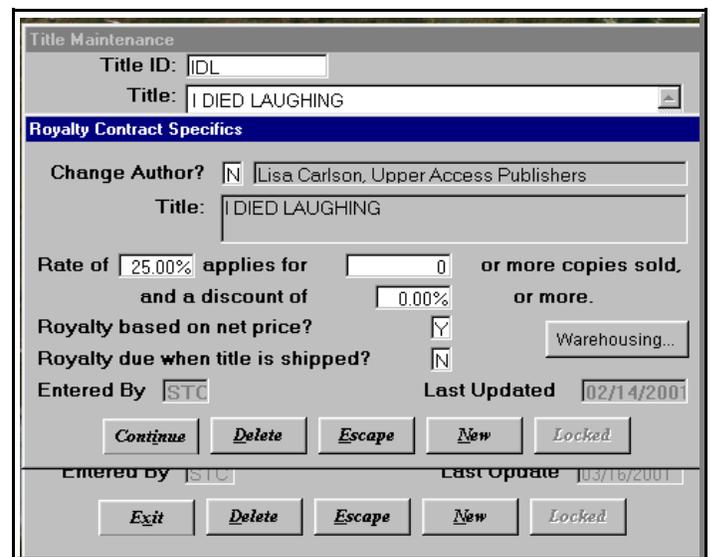
First, choose the author. You'll get the familiar Contact Screen that is used throughout the program. If the person is already on your database, you'll be able to find her/him with the pop-up screen. Otherwise, enter the person as a new contact. Then choose **Continue** from the bottom menu of the Contact Screen or exit with **<Ctrl>+End**.

Note: You do not have to check "Author" at the bottom of the Contact Screen. The contact will be designated as an author once you've entered royalty information, just as a contact who buys books will automatically be designated as a "customer," etc. The main reason for including these fields on the contact screen is to allow you to easily remove a contact from the lists of authors, sales reps, suppliers, etc. later on if you have reason to do that.

Then, enter the royalty rates. Typically, you will begin with a rate of a certain percentage for 0 or more copies sold and at a discount of 0 percent or more. (If the rate changes after 4,000 copies are sold or when the discount is 20 percent or more, you'll have a chance to add that information, as described below.)

You will then be asked whether the royalty is based on net price. Net price is the price you actually sold the book for. Suppose the royalty rate is 10% of net, the price of the book is \$10, and you sold it at a 20% discount. If you answer "Yes" to this question, your author will get 80¢. If you answer "No," your author will get 10% of the cover price or \$1.

Next question: Is the royalty due when the title is ordered? Under most royalty contracts, the answer to this will be "No." In other words, for royalty purposes, most publishers consider a book to be "sold" when it is paid for, not when it is ordered. That way, the publisher doesn't have to pay the author until after the publisher gets paid. However, several Publishers' Assistant users are exceptionally kind to their authors, and Publishers' Assistant makes it easy to be kind. If you say "Yes," royalties will be computed for the period in which the books are ordered, rather than for the period in



The screenshot shows the 'Title Maintenance' window with the 'Royalty Contract Specifics' section highlighted. The 'Title' field contains 'I DIED LAUGHING'. The 'Change Author?' field is set to 'N' with the author name 'Lisa Carlson, Upper Access Publishers'. The 'Rate of' field is '25.00%' and 'applies for' is '0' or more copies sold. The 'and a discount of' field is '0.00%' or more. The 'Royalty based on net price?' field is 'Y'. The 'Royalty due when title is shipped?' field is 'N'. The 'Entered By' field is 'STC' and 'Last Updated' is '02/14/2001'. At the bottom, there are buttons for 'Continue', 'Delete', 'Escape', 'New', and 'Locked'. Below this, there is another set of buttons: 'Exit', 'Delete', 'Escape', 'New', and 'Locked'.

The Royalty Window opens on top of the Title Screen. For additional tiers of royalties, or additional authors for the same book, click "New" on the Royalty Window.

which the books are paid for.

Now you are at the bottom of the **Royalty Contract Specifics** window. If you have an extremely simple royalty contract—e.g., 12 percent of net on all sales regardless of the discount or how many books are sold—then you're done. But many royalty contracts change the rate depending on the discount or after a certain number of books are sold. Publishers' Assistant easily accommodates these provisions.

To add these changes in rate, just choose **New** from the bottom menu of the **Royalty Contract Specifics** screen. On the new screen, you can say that after 4,000 copies are sold, the rate changes to another percentage. Or that if the

discount exceeds a certain amount, the rate changes. You can choose **New** as many times as you want to accommodate the complexities of your contract.

After entering royalty information, you are at the bottom of the **Title Maintenance** screen. From the bottom menu, choose **Exit** to return to the main Publishers' Assistant screen or **New** to enter (or review) another title.

What if royalties go to more than one author?

Sometimes, two or more authors, illustrators, etc. receive royalties for sale of one title. Publishers' Assistant accommodates this situation easily. When you have entered all of the appropriate information for one author, choose **New** again and, on the new screen, change the author.

When you elect to change the author, you will be presented with the Contact Screen for the author you were working on. *Do not simply erase the fields to enter the new author. That would replace the old author with the new one.* From the bottom menu of the Contact Screen, choose **New**. The Contact Screen will empty, and you can enter a new contact or choose one who already exists on your database. Now, from the bottom menu of the Contact Screen, choose **Continue**. You will return to the **Royalty Contract Specifics** window and can enter the rate(s) for the new author.

The “Warehousing” Button:

As noted, we try to cover all possible royalty situations. This was added because some publishers have “co-publishing” agreements under which authors assume financial responsibility for some aspects of book production and marketing. In some cases, we have learned, the publishers may enact charges for storage of more than a certain number of copies of a title. If you have such a charge, click here to indicate how many copies can be stored with no charge. The specific fee schedule would be entered separately: Go to the **Finance** menu, choose **Payables**, then **Warehousing**.

In practice, the **Warehousing** feature is more in line with what might be expected in a contract to distribute another publisher's books on consignment than with a traditional royalty agreement. If you distribute books on consignment and want to charge for warehousing, you might want to arbitrarily add your consignment suppliers as “authors” strictly for that purpose.

Reviewing Royalty Contact Specifics:

If you have a complex royalty contract, you may have a significant number of terms, all represented on different screens, representing different thresholds based on discounts and numbers sold, and perhaps multiple authors. You can review these screens for any title by using

<Ctrl>+<PgUP> and <Ctrl>+ <PgDn>. However, to be sure that everything was entered correctly, it may be more convenient to print out a report that lists all of the specifics for each title.

To get a user-friendly printout of the specifics, go to the **Finance** menu, choose **Royalties and Commissions**, then **Royalty Contract Specifics**. The resulting reports will show precisely the terms you have entered for your authors. We strongly recommend that after you enter a title with complex royalty terms, you view this report for that title, to be sure that no errors were made.

Reports obtained from the Title Data Screen:

While you are entering or editing information about a title, it's handy to be able to check inventory, sales history, etc. Use <Alt>+S (or click **Status** on the top menu) for the menu of reports available from the screen. (Similar reports are available under **Inventory Reports**, but Publishers' Assistant but included here as well for convenience.)

Non-Inventory Items

This function is fairly self-evident. It can be used for anything you sell on a regular basis for which there is no need to track inventory.

Obvious examples, which are increasingly common, are e-books (transmitted to their purchasers electronically), and POD (print-on-demand) books. If somebody downloads an e-book from your Web site, you don't have to remove anything from stock. Or, if you participate in Ingram's Lightning-Source program, the company prints books as they are ordered and you don't necessarily even know what was printed until you're paid, so inventory may be irrelevant. (Use your judgment on this, however. Perhaps you also stock 25 copies at a time to fill non-Ingram orders, in which case you would want to register the book as a regular inventory item.)

There are many other examples. If, in addition to selling books, you sell your time as a consultant or speaker, you can enter your per-hour charge as a “non-inventory item.” Or perhaps you charge for advertising space in one of your publications, or for participation by other publishers in one of your cooperative mailings, or for reports that you photocopy on demand, etc.

Choose **Inventory** from the top menu of the opening screen, then **Add/Edit Non-Inventory Item Data**.

The fields are similar to those for inventory data. You will enter an Item ID, description (equivalent to the book title that will print out on invoices), and a retail price (which you can discount if you want). If appropriate, you can also enter a supplier, weight, cost data, genre, and a comment.

In entering price, keep in mind that when you enter invoices, Publishers' Assistant allows you to charge for fractions of item prices. That capability is not used often with book sales. However, if you are selling consulting time, you can put in your charge per hour and charge your client for, say, 1.75 hours of consulting time.

Note: If there's something you want to invoice just one time or only occasionally, there is no need to even establish it as a non-inventory item. You can do that on-the-fly while invoicing. Simply use the "open item" function, typing any item ID you want as long as it begins with an asterisk, with whatever price you are charging. However, "open items" will not show up on all of the the sales reports; non-inventory items will.

Standing Orders

Standing orders should not be confused with subscriptions, which are handled separately in the menu. There are several purposes served by the **Standing Orders** function. A common example would be review copies. You may have a list of people to whom you send a galley of every new title. Your list may include, for example, *The New York Review of Books*, *The New York Times*, *Booklist*, *Library Journal*, *Publishers Weekly*, etc. You may want another standing order item for the publications that should receive finished copies of all new titles. And if you publish different genres, you may want to distinguish between publications that review your new mystery novels and those that review your travel guides.



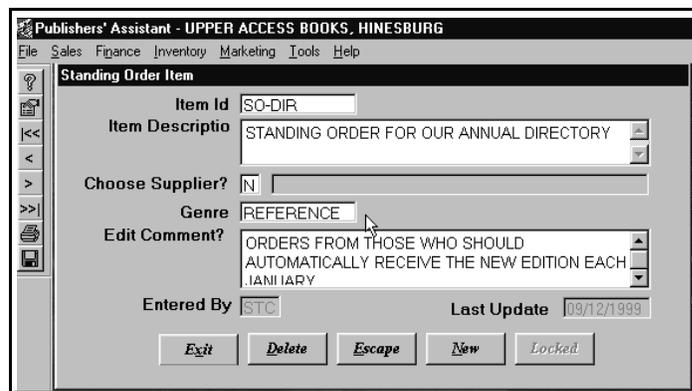
Many publishers will have other uses of the **Standing Orders** function. For example, if you publish an annual directory and you have a select group of customers who should automatically receive every new edition, you can enter standing orders for those

wonderful customers. Or, if you publish books about baseball cards and have a list of customers who want every new book on the topic, you can enter standing orders to automatically process the orders.

To get to this function, choose **Inventory** from the top menu (<Alt>+I or use your mouse), then select **Add/Edit Standing Order Items**. The first bit of information you will be asked to enter on the new menu will be an **Item ID**.

Do not confuse this with the Item ID numbers for book titles. The Standing-Order ID can later be connected to any title, existing or new. The ID here will simply tell Publishers' Assistant that you might later place orders for certain books from the customers to whom the ID is assigned in an invoice. The ID must begin with the letters SO.

The next step is to **Edit Item Description**. Just type in "Review Copy," "Annual Directory," "Books in Quilting



Standing Order items are entered in this window

Series" or whatever seems appropriate.

Then type in the **Genre**, if appropriate. For example, you may have one list of reviewers who should receive every new murder mystery, another list who should receive every new children's title, and another who should receive every new book of plumbing tips. Or you may have a list of customers who want to automatically receive every new title in a certain category. Use the **Genre** description to make those distinctions. If the distinctions aren't appropriate, leave the field blank.

Once you have entered this information, invoice the customers (or reviewers or whomever), using the Standing Order ID. That will assure that a new invoice will be generated whenever you process standing orders with that ID number.

When you are ready to process standing orders, go to the **Sales** menu (<Alt>+S or use your mouse), then choose **Process Standing Orders**. From the new menu, type in the **Standing Order Item ID**. The rest of the screen is fairly self-explanatory. You will type in the item ID to ship to the persons with that particular standing order ID, the payment terms if any, the shipping charges if any, the mode of shipping, and any comments.

Then, poof. You will have generated a batch of invoices and/or labels to ship the selected title(s) to your selected customers or reviewers. You might want to look over the batch, to be sure that it is accurate, before printing it and sending it to the packing room. Murphy's law dictates that there may have been a sequence of events which could have unintentional effects on one or two of the invoices. For example, you may have a reviewer who should receive a 100% discount, but the same person recently bought a book at full price from your catalog. As a result, the "Customer Profile" may have changed to say that instead of the 100% discount, the person is expected to pay full

price. By viewing the batch, you will be able to spot any such glitches and change the individual invoices before printing the batch.

Inventory Corrections

This is fairly self-explanatory, and most publishers will use this function often. When you want to restock copies of any existing title, this is the place to put the correct number of copies into inventory. If, after a physical inventory, you find that you have fewer copies than you thought, you can correct the number by subtracting, using the minus (-) sign.

One caveat: if you ordered the books with a purchase order, you should restock from the purchase order. Otherwise, the purchase order will remain open and unfilled. But if you did not place a purchase order, simply use **Inventory Corrections** to tell Publishers' Assistant how many copies of a title you have in stock.

Change Location?

This will default to the your company as the "Owner Contact" as you set it up in **System-Wide Options**. However, as noted elsewhere, you can have inventory in multiple warehouses. Each warehouse would have its own "Owner Contact."

If you want to put the books into the warehouse of another "Owner Contact," make the change here. Your inventory reports will show that is where the books are stored. Just keep in mind that if you want to sell the books you are stocking, you will need to do the invoicing with that "Owner Contact." If you don't use this kind of system, just leave this field alone.

Condition:

There are three "Conditions" allowed in this field: **Good**, **Damaged**, and **Unusable**. In most cases, you will be adding or subtracting "Good" copies. But if you have scuffed returns from a bookstore or imperfect copies from a printer, you can stock them as **Damaged**, for sale at a discount to customers. A default discount level for these copies may be established in the **System-Wide Options** menu.

Inventory State:

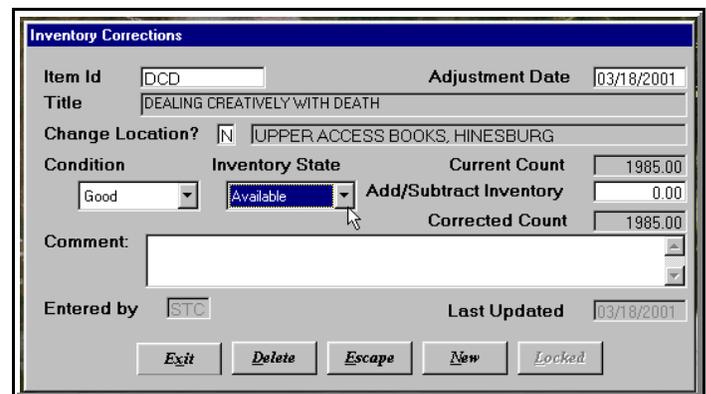
There are four options here: **Available** is the one you'll use most often. The three others exist on this screen only to allow you to make manual changes in records when needed.

A book is considered **Committed** if you issued a *Pro-Forma* invoice. But suppose the customer never paid, and the book is still considered to be **Committed** in your

inventory reports. You can clean up your records by subtracting it here.

It would be unusual to want to manually change the number **Sold**, but there are conceivable circumstances for doing so. For example, Publishers' Assistant does not like to accept a return of more copies than the total sold of that title. Perhaps you receive a return of a large number of copies you sold before beginning to use Publishers' Assistant. You may have to move more copies into the **Sold** category in order to accept the return. Don't worry—the extra books moved into that category won't affect your sales reports, author royalties, or anything else. The adjustment will just tell Publishers' Assistant that there were additional books sold in the past, so returns up to that quantity can be accepted.

Purchased books are those that have been ordered (through the **Purchase Order** function) but not yet restocked. But suppose you have issued a PO and it was never filled, or was only partially filled. You no longer expect to receive the ordered books. Yet various reports say that the books are still "On Order." To clean up your



The screen to correct or adjust inventory

reports, you can subtract those books from the **Purchased** state here.

The **Inventory Corrections** screen also provides a quick-and-easy way to check how many copies of a certain title are in stock. If a customer calls and wants to order a thousand copies of a particular title and you are not sure that you have a thousand copies in stock, it takes just a moment to access this screen to find out how many copies you have. But when you enter the screen for this purpose, please exit with the <Esc> key. Otherwise, once you have entered the screen, Publishers' Assistant will expect you to make a change in inventory.

To enter the **Inventory Corrections** screen, choose **Inventory** from the top menu (<Alt> +I or use your mouse), then **Inventory Corrections**. Or, if you are on the

Title Data screen and want to adjust for that title, you can call up an **Inventory Adjustment** screen from there. It's the same thing; for obscure programming reasons, sometimes the same function needs a slightly different name when it appears in different parts of the program.

If you are entering an invoice and want to put books back in stock on-the-fly to fill the customer's order, use the **<Alt>+T** command to call up the title description, then **<Alt>+A** to add inventory.

Subscriptions

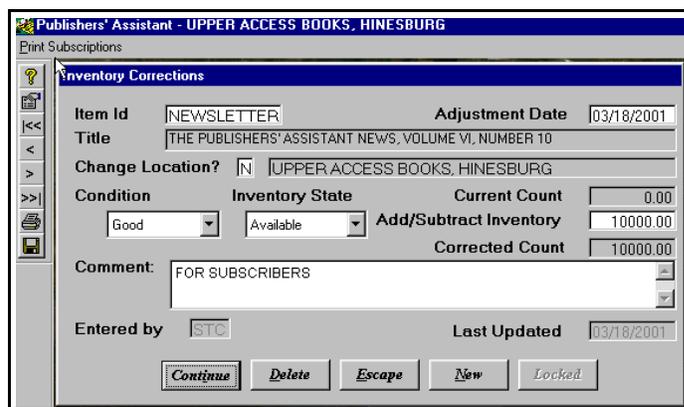
Many book publishers also publish subscription items, such as newsletters.

Publishers' Assistant handles subscriptions in a fairly simple, straightforward way, offering publishers some options. The assumption is that customers pay for the subscription, not for the individual issues of the publication at the time of mailing. At the time of mailing, labels must be run off for all customers whose subscriptions are current. Also, at the time of mailing, the copies of the current issue of the newsletter (or whatever publication is being mailed) may need to be taken out of inventory, so that you will have a record of how many copies are still available for individual sales, newsstand sales, etc.

There is no limit to the number of subscription types or items that can be shipped to the subscribers.

The purchase of a subscription is invoiced with a **Subscription ID**. This "item," (for want of a better word) must be entered as a **Non-Inventory Item** (described

There are two ways to process subscriptions. The first and most common way is to take the items shipped out of inventory at the time the labels are printed. To do this, choose **Inventory** from the top menu, then **Inventory Corrections**. Choose the item (such as the issue of the



Choose "Print Subscriptions" from the Top Menu of the "Inventory Corrections" screen.

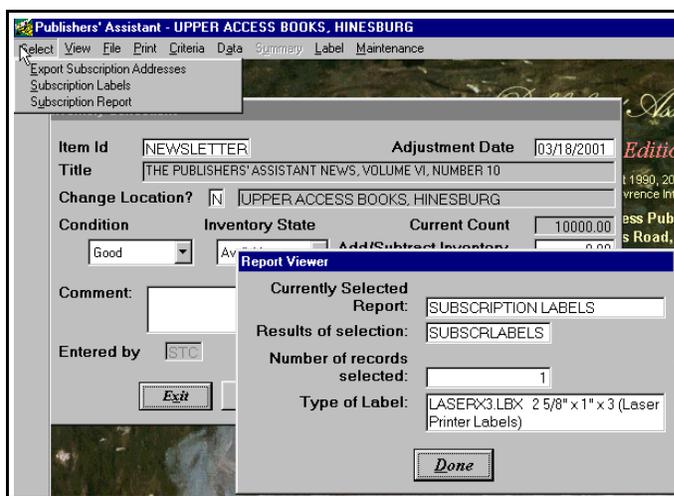
newsletter) that you want to mail. Make sure that you have sufficient quantity in stock. Or, if the publication has just come back from the printer, put the appropriate quantity in stock.

The top menu for the **Inventory Corrections** screen has only one item: **Print Subscriptions**. Choose it. Now, you will be able to enter the **Subscription ID** and the **Expiration Date**. This will produce a mailing list of customers with current subscriptions. You can either print out the labels directly from Publishers' Assistant, or export



A Subscription ID is entered as a "Non-Inventory Item." The word "Subscription" must appear in the Description.

above). You can use any Item ID you want, but the **Item Description** must contain the word "Subscription." When you invoice a subscription, you will be able to enter an expiration date. The invoice for the subscription does not specify the precise items to be shipped. The items to be shipped are specified when you process the subscriptions.



Once you make the selections, you can print labels directly, export them to other software, or create a report to document who received this issue of the newsletter.

them in delimited format for another mailing house or mailing software program. You can also print out a report of the customers labeled, which may be a handy physical record to confirm who received the issue of your publication.

Because the **Inventory Corrections** screen is still visible, you can now check to make sure that the appropriate number of copies of the publication has been deducted from inventory. This will leave you with an accurate count, to be sure you know how many copies you still have to ship individually.

Alternative Method of Processing Subscriptions

Some publishers prefer not to track the inventory of the specific issues of publications mailed to their subscribers. They just print enough copies for their current subscribers and mail them out. In that case, they may prefer to avoid the extra step of creating item ID codes for those specific items and putting them into inventory in the first place.

In that case, don't bother to go to the **Inventory Corrections** screen. Go to the **Marketing** menu, then **Marketing Reports** and **Subscription Renewal Labels**. Here, you will have the same opportunity to print out labels for current subscribers, and won't have to fuss with inventory items. You can also receive the listing of names in report form by choosing **Subscription Renewal Report**.

Reminders to Subscribers

The reports just mentioned above are also, as their name implies, designed to produce labels for mailings to people whose subscriptions are about to expire. Further descriptions are available in the discussion of **Marketing Reports** later in this manual.

Inventory Reports

Choose **Inventory** from the top menu, then **Inventory Reports**.

Committed Inventory History

Books are generally "Committed" either by backorder or by a *Pro Forma* invoice. If your inventory report shows copies of books are committed, here's a quick way to track down why and how and when. Or, you can run off the report periodically for all titles, just to see if any follow-through is needed with customers to whom books have been committed, or if the books should now be placed back in "Available" state.

Consignment Inventory History and

Consignment Inventory Value



*Note to avoid semantic confusion: These reports concern your titles that are being sold on consignment by others. If you sell other publishers' books on consignment, those reports are listed under the **Finance** menu.*

The **History** report covers the sequence for each title, with quantities put into consignment and taken out of consignment (either through consignment

sales or return to your warehouse).

This **Value** report lists your consignment accounts, the number of each title they have in stock not yet paid for, and the value. If you have a number of consignment accounts, you'll want to run the report occasionally to provide the information needed to check on the accounts from time to time.

For accounting purposes, you are still the owner of books on consignment until they are sold. Therefore, you'll want to run the **Value** report to determine the value of those titles for your IRS inventory figures, loan applications, etc.

To make your selections, you will be presented with the standard **Title Selection Criteria** screen that is used for many other reports. You may choose to report on all titles, a specific title, or a range of title IDs. If you carry books from other publishers, you can specify a supplier. And, if you want, you can exclude from your report titles that have been designated as out of print.

The **Reporting Period** may look confusing for this report. Remember, this is a standard screen, and when standard screens are used for numerous reports, some of the fields will be superfluous for some reports. In this case, the beginning date is superfluous; you can just leave that field empty. The ending date is crucially important. It will default to today's date, assuming that you are most likely to want to find out the consignment status of books on the date you are ordering the report. But you may want the consignment status as of an earlier date, such as the ending date of your tax year. The report will provide the information as of the ending date that you specify.

Inventory Corrections Report

The main use of this report will be for troubleshooting. If your inventory numbers are off, for example, maybe you made the same inventory correction twice. Or, if an

erroneous correction was made, you can find it and make the appropriate correction to return the inventory to the appropriate count.

Inventory Movements Report

This report will summarize the transactions that have affected inventory for any time period. In this report, the date range (beginning and ending date of the report) is critical. (However, if you want a report starting at the beginning of time, leave the beginning date blank.) The report will show the beginning inventory for the date range, the number of copies received via purchase orders, any positive or negative inventory adjustments, sales shipped, books shipped on consignment but not paid for yet, free copies, customer returns, and the ending inventory.

Inventory Sorted by Author and by Title

These are two similar reports for books that have author royalty information, grouped by author or simply in title order with the author listed.

Local Inventory History

This is, basically, a much more detailed version of the **Inventory Movements Report** described above. Its most common use is probably trouble-shooting. Suppose you have run off the shorter report and the numbers just don't make sense; there were more sales than you thought (or you don't remember restocking so many copies) and you want to check the details. This report lists, by date, every transaction that affects inventory. The invoice numbers of each sale are included, as are the PO numbers if you restocked via purchase order. Every inventory correction is also listed by date, and if you made a note in the "Comments" field when you corrected the inventory, that will print out on this report. If you've had a lot of sales during the reporting period, this report will be lengthy, but it will give you the specific information you will need to verify the accuracy of your other reports and, if needed, to correct errors.

Inventory Status and Local Inventory Status

These report gives you listings of the inventory levels of the titles in stock. The term "Local" refers to what is in your warehouse, as opposed to, say, books out on consignment or in another warehouse with a different "Owner Contact." So, logically, one report lists local inventory only, and the other lists inventory for all locations.

One of the most common uses of the local inventory report would be to run it just prior to a periodic physical

inventory of your warehouse shelves; this is a convenient listing of what Publishers' Assistant thinks is in stock, for easy comparison with what is actually there.

Local Inventory Value and Value by Supplier

This Inventory Value report describes, in detail, the dollar value of the inventory you have in stock (as opposed to inventory out on consignment or in different warehouses).

If you stock books from other suppliers, the Value by Supplier report lets you give the same information to each of them.

Please note: the "value" is based on the cost of the books to you, not on the retail price. The report tells you how many of each title are in stock and multiplies those numbers by the "cost" that you entered into the Title Data screen. For the titles you publish, that cost will be production cost. If you carry other publishers' books on a consignment basis, the cost will be the rate you would pay if the books are sold.

This report will be useful for your reports to the IRS, for any inventory tax forms that may be required by your local municipality, for determination of the amount of insurance to carry, and for applications for bank loans. Assuming that the cost information was entered accurately, the report will take any guess-work out of those tasks.

As with some of the other inventory reports, the "date range" asked for on the selection screen may appear confusing. The opening date here is irrelevant, so that field should be left blank. The report will show inventory and value as of the end date.

Note: When you enter a new title into inventory, Publishers' Assistant does not force you to enter cost data. However, because this report computes "value," it looks for cost data and will not report on any item for which cost data were not entered. This is a good reason (one of several) to make sure that you enter cost data when you add a title into inventory.

Low Inventory Report

As the name implies, this lists titles that are below the "re-order" level that you established on your Title Data screens. If you don't automatically re-order every time the computer beeps at you, this will itemize the books that are due for that.

Title Listing Reports

These reports are a handy reference for the people on your staff, to look up the title and price of any item (including non-inventory items) that you carry. At Upper Access, where we carry a constantly changing selection of books

from other publishers in addition to our own, we need to print out current versions of the reports frequently for use by everybody who answers the telephone.

The **Title Listing by Title** lists each title alphabetically (or alphanumerically if some of your titles begin with numbers).

The **Title Listing by Title ID** lists titles in the alphanumeric order of the title ID. This will be handy if, for example, you use a portion of the ISBN number as your title ID.

The **Titles Listing (Complete)** report is extremely detailed. It prints out alphabetically (or alphanumerically) by title and includes a summary of virtually all of the available information.

The Marketing Menu

The primary purposes of the **Marketing** menu are to manage your mailing list of customers and other contacts and to evaluate the relative success of various marketing techniques and efforts.

Mail List Contacts

This menu choice allows you to add or modify the names and addresses of people and organizations (“Contacts”) to whom you will send mailings. It also allows access to information on any “contact,” regardless of whether the person is a customer, an author, a sales rep, a supplier, or simply a person who has asked to receive your catalog.

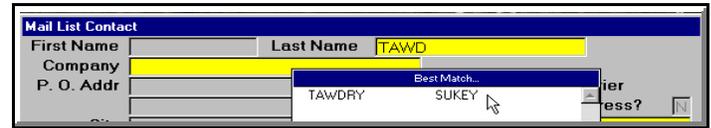
Choose **Marketing** from the top menu of the opening screen, then **Mail List Contacts**.

You will be presented with the standard “Contact” screen, essentially the same screen used when you invoice an order, enter a new author, sales rep, or any other contact tracked by Publishers’ Assistant.

Start by entering the **Last Name** and/or **Company Name**. If the person or company is already in your system, you can select the contact by clicking your mouse or using <F2>. If it’s a long list, you can enter the beginning of the **Zip Code** field to shorten the list before selecting the existing contact. If it’s a new contact, just type in the last name and/or company name, plus the Zip Code, and proceed from there.

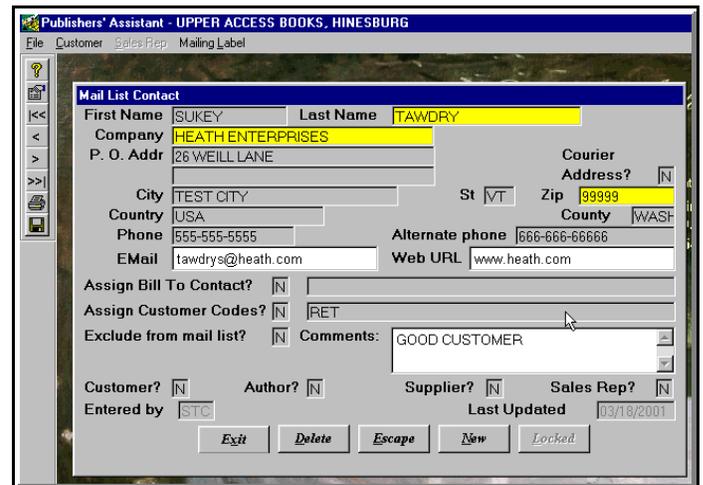
Once a new contact is added, follow the screen prompts to type in the first name, address, phone number(s), and e-mail and URL if available. If the contact has a courier address (e.g., the postal address is a post-office box, but a

separate street address is needed for UPS or Fed-Ex delivery), use the **Courier Address** field. Later, if the customer places an order and chooses a non-postal delivery service (such as UPS), the ship-to address on the invoice and the shipping label will default to the courier address.



The search fields will find existing contacts.

The next field will ask if you want to exclude the contact from your mailing list. This may seem like a foolish question, since you are entering a “Mail List Contact.” But many Publishers’ Assistant users use the program as an electronic Rolodex™, adding names, addresses, and phone numbers of people who shouldn’t inherently receive the next catalog. Also, for one reason or another, you may later want to return to the screen for this contact, to remove him/her from future mailings but keep a record of transactions to date.



The same basic contact screen is used for everybody in your database.

The next field is for customer codes. Publishers’ Assistant doesn’t require you to enter codes, but doing so may become valuable later. For example, if the new contact is a bookstore, you should add whatever customer code (e.g., BKST) that you have designated for bookstores. You may later want to do a mailing to all bookstores on your list or all libraries, distributors, retail customers, etc. Proper coding here will assure that the contact’s name and address will appear on the labels you select. The uses of customer codes are discussed in some detail in the sections of this manual describing the **Sales** and **File** menus.

The **Comments** field can be as long as you want. It's an in-house field; the comments entered here won't print out on invoices or other documents that you send to your customers. If the person deserves special treatment or if the person can't be trusted with a billed order, that information can be entered here in a confidential manner.

The next row of fields identifies the type of contact: is this person a customer, an author, a supplier, a sales rep? You don't have to type anything into these fields and in most cases you shouldn't. Later, if the person orders something, Publishers' Assistant will automatically designate him/her as a "customer." If royalty information is entered for the person, "author" status will be applied automatically. The main reason these fields appear on the screen is that if you re-enter the contact screen for a person or company, you will want to know whether he/she/it is a customer, an author, etc.

However, there may come a time when you will want to change the contact's status. Perhaps the contact *was* an author, but the book is out of print and you don't want the person's name to appear again on the list of authors for royalty reports. Perhaps the person *was* a sales rep, but was fired, and shouldn't pop up on the list of sales reps, or the company *was* a supplier, but you dropped the books and the name should be dropped from the supplier list. To make those changes, call up the contact, click on the appropriate field, and change "Yes" to "No."

When you have finished entering the contact information, choose **New** from the bottom menu to enter or modify another contact or **Exit** to get to another part of the program. (Or, of course, you can choose **<Ctrl>+<Enter>** to enter or modify another contact, or **<Ctrl>+<End>** to go back to the opening screen. These commands are consistent throughout the program.)

If you want to print a mailing label for the contact on the screen, choose **Label** from the top menu (**<Alt>+L** or use your mouse). From the new menu, choose **Mailing Label**. The screen will show the default size of label. If you want to select a different size, click on **Label** and change the setting. The label format you select here will become the default the next time you print a single label from the contact screen. (Note: If you are using one-up labels on a dot-matrix printer, and have not specified that label type for other label printing jobs, see the instructions on **Printer Set-Up** in the opening pages of this manual.) Once the selection is made, choose **P** for print and follow the prompts.

*Note: If you are entering several new mail-list names and will need to print individual labels for each, the several keystrokes to print a label can easily be consolidated into a single keystroke by using the **Macro** function. If you are*

*entering new names and addresses for a mass mailing, give them a unique customer code. That way you will be able to print labels for all contacts with that code, in Zip-Code order. A fake code will work fine for this purpose—just eliminate the code in the **File** menu after you've printed the labels.*

Scan Duplicate Contacts

Suppose you have accidentally entered the same contact twice. For example, the same person was entered both as an author and as a customer. You don't want to send two catalogs to the person, but you can't just delete the second contact because sales and/or other records are associated with it. The solution is to merge the records. This part of Publishers' Assistant will combine all transactions and other records under a single contact. It provides an excellent opportunity to clean up your mailing list and related database information.

Choose **Marketing** from the top menu, then **Scan Duplicate Contacts** and follow the prompts. The program will show you every instance in which the same last name, company name (if there is one) and Zip Code appear with multiple contacts. It's important to look carefully. If you have a large data-base, you may have lots of Smiths, Browns, and Joneses with the same Zip Codes, and they will not be duplicate entries. When you encounter them, choose **N** (for Next), to tell Publishers' Assistant that you don't want to merge the records of these customers.

When you do encounter a duplicate entry, follow the prompt to combine the records. But first, look at the names and addresses. When you combine, the information is consolidated under the first entry. If the second entry had



When records shouldn't be merged (like these Bill-To and Ship-To contacts), just click on "Next."

information you want to preserve, such as the phone number or the full nine-digit zip, choose **Edit** to put that information into the first entry. Then choose **Replace** and **Delete** (to delete the second entry). All of the orders, receipts, payments, royalty information, supplier

information, etc. from the second entry will be combined with the information for the first entry.

However, Publishers' Assistant will find the duplicate entries **only** if the fields being compared (last name, company, and first five digits of the Zip Code) are identical. Publishers' Assistant, like all other computer programs, is very literal in its reading of data. If you have one customer labeled BROADART CO and another labeled BROADART, CO, then Publishers' Assistant will think they're two different companies because one has a comma and the other doesn't. Also, when duplicate customers are entered, that is often the result of a minor misspelling. As long as the names are spelled slightly differently on the two contact screens, Publishers' Assistant will not recognize them as duplicates.

Therefore, while entering data, you should be on the lookout for duplicates. When you are invoicing, if you notice that you have both BROADART, CO and BROADART CO, then change BROADART, CO to BROADART CO. If you notice a repeat customer who has been entered twice with slightly different spellings, correct the erroneous spelling so that the two match. Then the next time you scan duplicate records, Publishers' Assistant will spot these people as duplicate contacts and allow you to combine their records.

Note: At the risk of stating the obvious, if you have a duplicate contact with no sales or other associated records, you can just delete the extra contact.

Marketing Reports

To find this menu, choose **Marketing** from the top menu of the opening screen, then **Marketing Reports**.

Please note that some (not all) reports have both **Summary** and **Detail** versions. If, when you order a report, the default is **Summary**, the top menu will list **Detail** to allow you to switch to that option. If the default is **Detail**, the top menu will allow you to select **Summary**. The default will always be to the version that we think you will use most often. But if a report is too long, with more information than you want, try switching to **Summary**. If a report fails to include all the information you want, try switching to **Detail**.

All Contacts Sorted by Name

With this report you can sort the contacts, and choose which categories you want based on your relationship with them, codes, where they live, etc. The difference here is that this report will not exclude contacts who have been marked as excluded from mailings. Those contacts are excluded from most other reports.

Author Contacts

As you might expect, this is a listing of your authors.

Best Customers

This report ranks the customers who have bought the most over any given period. You can select by Customer Code and/or Marketing Code. This is useful if, for example, the biggest volume of sales is to wholesalers such as Ingram and Baker & Taylor but you are looking for the best individual buyers from your mail-order catalog.

Best Sales by Customer Code

This report will list sales of each title, for any time period, broken down by customer code. The purpose and results



The Marketing Reports

will depend on how you use the customer codes when invoicing orders. Typically, customer codes define the type of customer, so this report should give you a quick listing of the volume of sales of each title to bookstores, libraries, distributors, retail customers, catalog customers, etc.

The first field on the selection screen allows you to **Include Customer Codes**. If you want the report only for a specific code or for a few codes, enter that information here. If there are multiple codes, separate them with commas. To report of all codes, leave the field blank.

The next field allows you to **Exclude Customer Codes**. If you chose to **Include** codes (above), then the report will list only the included codes, and no function will be served by excluding anything. However, if you left the above field blank, you can exclude specific codes here. For example, you might want to find out how many books were sold to each type of customer *except* distributors and wholesalers. Again, if you enter multiple codes, separate them with commas.

The description **Best Sales** simply means that the sales will list the best-selling codes first by dollar value, then proceed in order of diminishing sales. All sales to customers designated with the appropriate codes will be listed. This report does not break down sales by title. For that information, use the **Title Sales by Customer Code** report, described below.

Note: If you have assigned more than one code to a customer, the sales will be repeated in this report for each code. In that case, the total listed sales may exceed 100% of actual sales. Therefore, this report should be used only to compare sales to different types of customers, not to compute total sales.

Best Sales by Marketing Code

The format for this report is virtually identical to that of **Best Sales by Customer Code**, described above. However, it tracks sales by the marketing codes noted on each invoice, rather than the customer codes assigned to contacts.

This is a quick and easy way to check the relative success of any mailing, advertisement, or other promotion. When it's time to decide whether to renew a specific advertisement, for example, this report will take only moments to inform you of the dollar volume of sales that resulted from the last advertisement.

If you want the sales information broken down by titles as well as by codes, use the **Title Sales by Marketing Codes** report, described below.

Title Sales by Customer Code and by Marketing Code

If you want a quick report on the dollar value of the sales you have made to people with particular customer codes or marketing codes, use the **Best Sales . . .** reports that are described above. But if you want the reports broken down by sales of individual titles, these are the reports to choose.

You will be presented with the standard selection screen for titles, allowing you to choose a single title, a range of titles ID numbers, a specific outside supplier, etc. You will also be presented with a date range. The report will show, in some detail, the number of each book sold, to each customer code or marketing code, during the selected date range.

Codes List

This is just a listing of the Customer and Marketing codes that have been entered

Contacts by Author & Title

This provides a list of customers who have bought or returned each author's titles during any given period. The Summary version just lists the name followed by the total sales/returns dollar figure for the period, while the Detail version also breaks it down to specific invoices and return numbers.

Contacts by Title Purchased

This is a simple listing of customers who bought each title during a specific time period. The selection screen allows

you to choose a specific title, a range of titles, or all titles. If you carry books from other publishers (suppliers), you can also select by supplier.

The **Summary** version lists only the names and addresses of purchasers for each title. The **Detail** version lists also the number of copies bought, invoice numbers, and dates of purchase.

This report is *not* in mailing-label format. Mailing labels by title purchased are a separate menu item, described below. There are several potential uses for the listings. At Upper Access, for example, when we sell books published by others, we share with the other publishers the names and addresses of the customers who bought their books. This report does so in a manner that uses space and paper efficiently. The report is also sometimes useful for troubleshooting. Suppose, for example, the sales figures on another report (such as a royalty report) don't look right. With the detail version of this report, we can find out exactly who bought the book and when, so that we can go back and check the invoices to see if keypunching errors were made. Tracking down old errors can be a laborious task, but this is one of several reports that can make it a little easier.

Contacts Sorted by Name:

This report lists alphabetically (by last name and company name) all contacts that you select. The **Detail** version includes phone numbers and comment fields.

The selection screen is the same as is used for maillist labels. You can sort by customer or marketing codes, Zip Codes, cities, states, type of contact, etc. This report, however, is not in label format.

There are any number of uses for this report. At Upper Access, for example, we might want to run off a list of everybody coded as a user of Publishers' Assistant, just to make sure that our physical files are up to date. Or we might want a list of reviewers who should receive bound galleys of all of our titles, for the purpose of updating the list.

Contacts Sorted by Zip Code

This is the same as **Contacts Sorted by Name** (above) except that it arranged in Zip-Code order rather than alphabetically.

Usually, when you are making a list of contacts, it's more convenient if they are arranged alphabetically. The Zip-Code order is almost universally preferred for labels. However, there may be occasions when you want a space-saving printout of mail-list names, in mailing order but in report format, with additional information (such as telephone numbers and comment lines). An example would

be if you have a list of people who need very personalized mailings, with handwritten notes.

Contacts Without Customer Codes

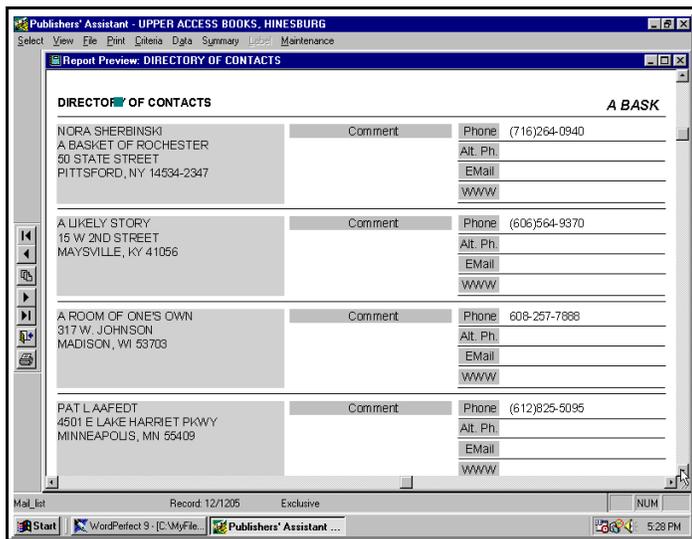
Lots of reports let you select according to Customer Codes, but how do you find customers with no codes? This will list them, with the usual other selection criteria. It's designed mainly as a troubleshooting report, to find customers for whom no code was entered, for the purpose of adding one. (Note: This uses the standard selection screen that includes code fields. For this report, you should of course leave the code fields blank.)

Contacts With Customer Codes

This is a listing of contacts, selected by any number of criteria, with the customer codes printed out under each contact name.

Directory of Contacts

Using any selection criteria, you can print out an attractive, usefully formatted directory. For example, you might want a directory of your bookstore customers, or your distributors, or key reviewers. The directory will include names, addresses, phone, fax, e-mail address, URL, etc.



Create an attractive, well-organized directory from any selection of contacts.

Export Mailing List

This report is very similar to **Contacts by Zip Code**, but it is specifically designed for those of you who want to export mailing lists by using delimited files.

Once you have made your label selections, choose **File** from the top menu. (This is entirely different from the **File** menu on the opening screen. This **File** menu allows you to

send a report to a file on disk, rather than printing or viewing it.)

Three types of files will be listed. Choose **Delimited File**. You will then be asked where you want to save this delimited file, and what to name it. If you want to save it on a floppy disk in drive A:, choose that. Of course, you can also save it in your PUBASSIST directory or anywhere else. When you name the file, the extension should be **DLM**, the standard extension for a delimited file. For example, you might want to name it **MAILLIST.DLM**.

That's all there is to it. You now have your mailing list in a file that can be read by other computer programs, including any program that may be used by a mailing house.

Labels by Titles Purchased

This report is similar to the **Contacts by Titles Purchased**, described above, but it prints the names and addresses in mailing-label format. There are any number of potential uses for this. For example, when you publish the second edition of a book, you might want to send a flier to everybody who purchased the first edition. Or you might want to announce a new title to everybody who purchased titles on related topics. Or, if you distribute books from another publisher, you might want to send that publisher mailing labels for the publisher's customers, instead of using the report format.

You will be presented with the standard title selection screen, allowing you to choose one title, a range of titles, titles from a specific supplier, etc.

When you tell Publishers' Assistant to print the labels, you will see the default label size and type for this particular report. If you want a different type or size of label, choose **Label** from the top screen and make your selection from the menu. Your selection will become the default next time you order labels from this menu choice.

Labels by Zip Code

This is the menu choice that you will use most frequently to generate labels to mail brochures, catalogs, and other publicity to selected contacts.

You will be presented with the standard **Contact Selection Criteria** screen, used for many other reports and label selections. Because this is the place in the program where you may need the most precise definitions, we'll describe the screen in some detail here.

Note: If you want to send the mailing to everybody in your database, just leave all the fields empty. Make sure that you did not "Include" or "Exclude" anybody. When you "Include" a category of contacts, by implication you are "Excluding" other categories.

Select Specific Contact?

If you wanted to print just one label, there are easier ways to do that. So just say “No.”

City, County, State, and Country:

You can limit your mailing to contacts in any of these geographic areas. Keep in mind, however, that cities and countries are not standardized into validation files by Publishers’ Assistant. Therefore, if you sometimes varied the spelling or abbreviated, Publishers’ Assistant may not find a certain contact. For example, one of our neighboring

mailings. For codes outside the US, the range can be alphanumeric.

In the “Ferrisburg” example cited above, we can solve our problem by choosing just the Ferrisburg Zip Code rather than the “city” name. That way, everybody in the town will receive the mailing, regardless of how we spelled the town name.

But again, the results of your selection will depend on how you entered data. If you have contacts throughout the world, you should set a policy on how you use the “Zip Code” field. At Upper Access, we use the field *only* for our contacts in the U.S. and Canada. That way, when we send a mailing to all of our US customers, we can choose Zip Codes ranging from 00000 to 99999. When we send a mailing to all of our Canadian customers, we can choose postal codes ranging from A1A 1A1 to Z9Z 9Z9. (Of course, we could also just choose “Canada” in the country field, since there are no variations in spelling of that country name.)

Select Type of Contact?

You can choose to include or exclude the various types of contacts: **Customers, Authors, Sales Reps, and Suppliers.** Note that Maillist names—the people who have requested your catalog but who have not yet ordered anything—do not appear on the list. If you want to mail to everybody on list, do not include or exclude any category. If you want to mail *only* to maillist names, then exclude all of the listed categories.

If you select one type of contact, you will exclude all other contacts who are not that type. This is an important concept to understand. For example, if you select both “Customers” and “Authors,” then you will be selecting only customers who are also authors.

Customers who have/haven’t placed an order since...

You may want to send your new catalog *only* to customers who have placed an order after a certain date. Maybe you haven’t archived your older customers yet, but you don’t want to spend the postage money to mail them the new catalog. In that case, enter a date here. Older customers will then be excluded, *regardless of whether you have chosen customers as a type of contact.*

Or, perhaps, you may want to send a mailing just to your old customers. Maybe you want to express regret that you haven’t heard from them for a long time and express hope that they will place another order. Perhaps you will threaten to archive them if they don’t place an order within the next month. We’re not sure that this is a good marketing technique, but Publishers’ Assistant gives you the capability to select customers for such a mailing.

The main selection screen for mailing labels

towns is sometimes spelled as Ferrisburg, other times as Ferrisburgh. If we chose to send a mailing to everybody in Ferrisburgh, we would not get labels for those whose “city” was entered as Ferrisburg. Similarly, in our database, some of our British customers have England in the country code, while others have UK. If you want to use these fields to tailor your mailings, be sure to be consistent in entering the data.

At Upper Access, we find the ability to select by the country field to be extremely valuable if, for example, we want to send a mailing to our customers in Germany or Nigeria. We don’t use the Zip Code field for customers outside the US and Canada, because if we did, a mailing piece to Nevis would show up in the middle of Iowa and confuse the local Postmaster.

Zip Code Range:

This field, in most cases, will allow the most precise selection for customers in specific parts of the country or in specific countries. Just type in the numeric range of Zip Codes for the part of the country to which you want to send

Record last updated . . .

If you are mailing to all contacts, or just to your maillist contacts (excluding all other categories), you might want to include only those whose records have been updated since a certain date. For example, if somebody asked for your catalog three years ago but hasn't ordered anything yet, you might not be ready to archive the contact, but also not feel like spending the postage to send the person your new catalog. Or, as discussed above, you might want to send a pleading letter to the people from whom you have not heard for a long time.

Please note that the cutoff date for this selection is not when the contact information was first entered, but when it was last updated. For example, a person who asked to be added to your maillist five years ago might have sent a change-of-address card two years ago. You entered the new address, so the "update" occurred two years ago.

Account balance is . . .

If you are mailing to customers, you might possibly want to exclude people who owe you money or who don't owe you money, depending on the type of mailing. If the account balance is irrelevant to the mailing, choose **Anything**.

Include Cust/Mkt Codes:

If you are mailing to people with certain customer codes or to people whose invoices were marked with certain marketing codes, make your selections here. Although marketing codes are connected to invoices rather than contacts, they are stored in the same database as are customer codes, which are connected directly to the contacts. By entering a marketing code, the maillist will include any contact who purchased books with an invoice that contains that code.

If you are including several customer codes, separate them with commas.

Exclude Cust/Mkt Codes:

If you "Included" specific codes, leave this field blank. Once you include certain types of contacts, you are, by inference, excluding everybody else. But if you're preparing a mailing to *most* of your contacts, and want to leave out a few, this is where you select the people to leave out.

Here's an example. When we send out a catalog to our retail customers, we tend to also include independent bookstores on the list, as they also sometimes discover our titles through the catalog. We also receive orders from libraries. Some book reviewers may peruse the catalog for small-press titles they might have otherwise missed. So when we do a catalog mailing, we want to include most categories of contacts, even though the primary audience is

retail customers. But no good purpose is served by mailing the catalog to wholesalers such as Baker & Taylor or to distributors such as Login or Independent Publishers Group. Therefore, by excluding the customer codes that apply to them, we save on postage.

To Print Labels . . .

Select **Print** from the top menu (<Alt>+P or use your mouse). The default size and format of the labels will show on the screen. If you want to change it, choose **Label** from the top menu, then choose from the new menu. Your choice will become the default the next time you order labels from this menu. Then choose **P** (for **Print**).

If you are choosing one-up dot-matrix labels, and have not yet dealt with the issues involving one-up labels, see **Printer Set-Up** in the opening pages of this manual.

To Print Labels to a File . . .

In some cases, you will want to save your labels to a file instead of printing them directly from Publishers' Assistant. The **File** menu on the top of the screen after you order the report will allow you to do that. You will see three options for this: **File**, **Text File**, and **Delimited File**.

The **File** option will save printer commands and other miscellaneous information that may not be useful for exporting. If you are exporting to your word processor, to print labels from it, you will probably want to choose **Text File**. This will arrange the labels in ordinary ASCII format.

However, if you are saving your labels to a file, in most cases you will want a **Delimited File**. This is the type of file that can be read by most other mailing list programs, or by mailing houses that print your labels and mail your catalogs or brochures.

However, a **Delimited File** will generally come out more cleanly if you order up the same list of names and addresses using the **Contacts by Zip Code** report, or, better yet, the **Export Mailing List** report, instead of **Labels by Zip Code**. The **Labels** report includes formatting that your other program or your mailing house may not appreciate. See the description of **Contacts by Zip Code** and **Export Mailing Labels** for more details. The selection screen, with the choices associated with it, are exactly the same for all of these reports, so you have almost infinite variety in choosing the labels or software or service for producing the actual labels.

Subscription Reports/Labels

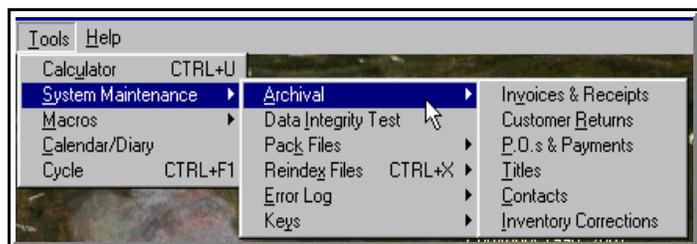
Most publishers will choose to process their subscription labels from the **Inventory Corrections** screen in the **Inventory** menu. However, if you just want to print labels for your subscribers without tracking the inventory of the

specific items you are mailing to them, you can do that from here. In any event, if you want labels to remind your subscribers that it's time to renew, the **Marketing** menu is the place for that.

Subscription Renewal Labels

Simply enter a Subscription ID, and beginning and ending expiration dates, to generate labels.

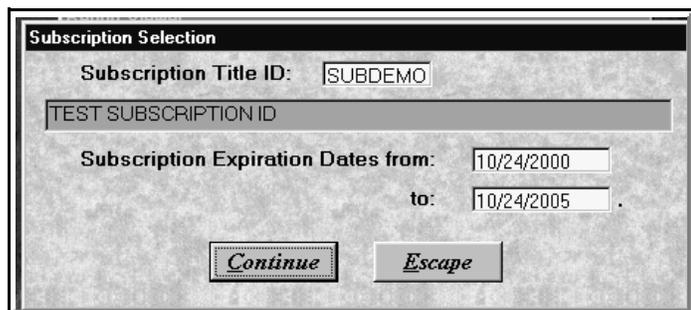
You can use these labels to attach to postcards or envelopes



Tools menu, with Archival options

to people whose subscriptions are about to expire, as a reminder to renew.

Or, you can actually use this function to generate your subscription labels. Some publishers prefer not to keep



track of the actual inventory of the issue of each newsletter or 'zine' mailed out, as long as they're sure it was mailed out. If you do need to track inventory of the individual issues, then generate your labels from the **Inventory Corrections** screen in the **Inventory** menu.

Export Subscription Renewal Address

If you are not printing out your own labels, but instead exporting them to a delimited file for your mailing house or another software program, use this option. This will provide a clean, elegant delimited file that will avoid any confusion on the part of anybody importing it into another program.

Subscription Renewal Report

This lists the subscribers who will receive a particular issue of your mailing, in report format. You may want this report

as a physical record, in case one of your customers calls and says, "I didn't receive the last issue of your newsletter."

Titles Sent to Reviewers

This report allows you to make follow-up contact with reviewers to whom you have sent review copies. In ordering the report, you will be presented with the standard title selection screen, so that you can select a specific title, a range of titles, etc. You will also be presented with a date range.

Please note that in order to appear on this report, the **Terms** on the invoice must have specified **Review Copy**. The report will not draw up all customers to whom you "sold" copies of your books at 100% discount.

The report defaults to the **Detail** version. This will list the titles sent to the reviewers, their phone and fax numbers, mailing addresses, and any comments that you entered either on the contact screen or the invoice screen. In short, if the proper information was entered at the time the review copy was mailed, it will appear on this report to assist with your follow-up phone calls, faxes, and mailings.

The Tools Menu

As with every other computer program, the menu divisions in Publishers' Assistant are arbitrary. The choices here include big power tools that you will want to use with great care, and little hand tools that will be useful now and then for a variety of activities. If there's something you need a "tool" for and you don't find it here, check the **File** menu.

System Maintenance

The tools in this part of the menu are extremely powerful. They can rearrange your whole database. Some can fix things that have gone wrong. Some should be used routinely, others should be used only with caution and preparation.

Archival



Archival is a process to be carried out with great caution. The purpose is to purge from your database records that are old and no longer wanted.

Before archiving, *back up your data*. This is absolutely essential. Once the data are purged, they are no longer available to you through the Publishers' Assistant program. The only practical way to restore them is with a backup.

Note: We do offer some token protection. Your archived files will be saved as "History" files. If you were to make a

horrible error and archive things you can't afford to lose, those "History" files can probably be resurrected by a computer expert who would charge a lot of money for his or her services. We try to include every possible safeguard to allow Publishers' Assistant users to recover from a catastrophe. But regular backups are the only sure way to prevent the catastrophe.

After archiving, we strongly recommend that you do some random testing, to make sure that the data you intended to archive are gone and that data you did not want to archive are still there. If an error was made, the time to restore data is right after the archive, before you enter new data.

If you are archiving significant amounts of data, we also strongly recommend that you make a backup that will be stored permanently. The backup will be, in the true sense of the word, your "archive." Suppose you have archived all orders prior to three years ago, and next year an IRS auditor needs information from five years ago. Think of your backup the same way you think of the dusty old boxes of files in the garage. You don't expect to ever have to refer to them again, but something unexpected might occur that will require a search of those files. For the price of a box of floppy disks or one Zip disk or tape, stored in a safe place, you will insure that at some future date you will be able to access your old records. (If you restore old records to examine them, you will need to install Publishers' Assistant in a separate directory for that purpose, so that the old records won't overwrite current ones.)

We aren't stating those cautions to discourage you from archiving. We just want you to be careful. Of course, if you have customers who haven't ordered from you for several years, you will want to archive them. Of course, the titles that have been out of print for several years should no longer clutter up the database you use every day. Old transactions of every type take up disk space and, if Publishers' Assistant has to examine them for reports, extend the time for reports. So proceed with caution, but don't be shy about using the elegant archival functions. The options for archiving are as follows.

Archiving Invoices & Receipts:

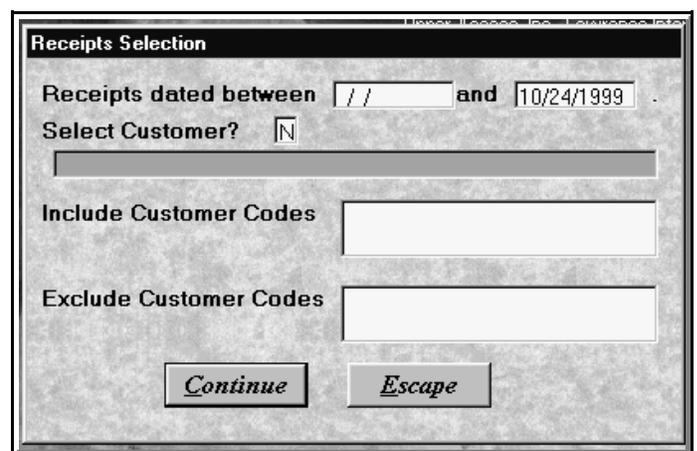
First, select the date period. The range is for receipts rather than invoices. Suppose you want to archive all orders that were paid for prior to 10/24/1999. For the date range, you would leave the beginning date blank, and type 10/24/99 as the ending date.

*NOTE: In this example, an invoice will **not** be archived if it was still unpaid as of 10/24/99. If such an invoice were archived, then Publishers' Assistant would not know how to apply a later receipt that came in to pay for that order. For that reason, an invoice will not be archived unless and until it is paid for.*

The screen then allows you to select a specific customer if you want to archive records for just that customer. In most cases, you will probably want to say "No," but if you do want to clear out the ancient history for just one customer, the option is there.

Then you can include or exclude customer codes. As an example, you might want to archive invoices and receipts for your retail customers that are over three years old, but not for your distributors, wholesalers, and libraries. If you want to archive records for distributors and libraries that are over five years old, you can do that by repeating the archival process for them.

Marketing codes are in the same database as customer codes. Therefore, you can also use this field to include or



Invoices are archived based on when they were paid off.

exclude invoices with specific marketing codes.

Archiving Customer Returns:

Even if you don't get many returns, you will want to archive returns for the same period and same customers that you chose for archival of invoices and receipts. Publishers' Assistant does not tie returns to specific invoices. Therefore, archiving an invoice does not automatically archive returns purchased with that invoice.

Archiving POs & Payments:

If you use purchase orders to obtain books from other publishers or suppliers, older records may be eliminated here for housekeeping purposes. This will also archive payments to suppliers, authors, and sales reps.

Archiving Titles:

Although the selection screen allows a range of choices, the most common archival would be of all titles that are out of print.

Note: Publishers' Assistant will not archive even "out-of-print" titles if there are still invoices, returns, etc. in your database that include those titles. Therefore, if you wish to get rid of as many titles as possible through archival, you might want to archive old invoices, purchase orders, and returns first.

Archiving Contacts:

The selection screen for archiving contacts is the same as that for ordering mailing labels. Typically, only a few of the choices will be used for archival. For example, it seems unlikely that you would archive every maillist name from a particular city, state, or Zip-Code range, or all customers who ordered *after* a particular date. But there are conceivable circumstances for this, and Publishers' Assistant prefers to give you more choices than you are likely to use rather than risk overlooking a choice that you might, at some time, wish to make.

Take care in selecting the "type of contact." The list includes customers, authors, sales reps, and suppliers. If you want to archive maillist names—folks who have never bought a book from you and have no other relationship with you and have not been updated since a certain date, do not "include" any other category of contact for archival. Including a category, by inference, excludes others. If you want to archive *only* maillist contacts who have no other relationship with you, then be sure to *exclude* all of the listed categories.

Typically, you will want to archive customers who have not ordered since a particular date and/or mail-list names that have not been updated since a particular date. For safety and convenience, it may be easiest to do this in two steps. Archive the maillist names first (excluding customers and others), then archive the customers who have not ordered since a particular date. For the purpose of this screen, a mail-list contact who has never purchased books is "updated" when first entered into the program, then updated again when a correction or change of address is entered. You may well want to modify the criteria by including or excluding certain customer codes and marketing codes. You might also wish to exclude from the archive customers with non-zero balances, so that you will be able to continue to send them billing statements.

The "codes" fields can be particularly useful in some circumstances. For example, you might want to archive retail customers who have not ordered for three years, but keep wholesalers on your maillist in hopes that they will be interested in future titles. Or you may have made a recent direct mailing that was a total wipe-out and decide to eliminate the names that were added for that mailing.

When you archive customers, be sure to archive their orders, receipts, and returns first. Similarly, when you

archive authors, sales reps, and suppliers, be sure to archive the financial transactions you have had with those people. Publishers' Assistant is, in practice, very "smart" in the way it deals with such situations. It tries to avoid archiving people who still have transactions recorded on the system. But for neatness of record-keeping, it's best to archive the transactions first, then archive the people associated with those transactions.

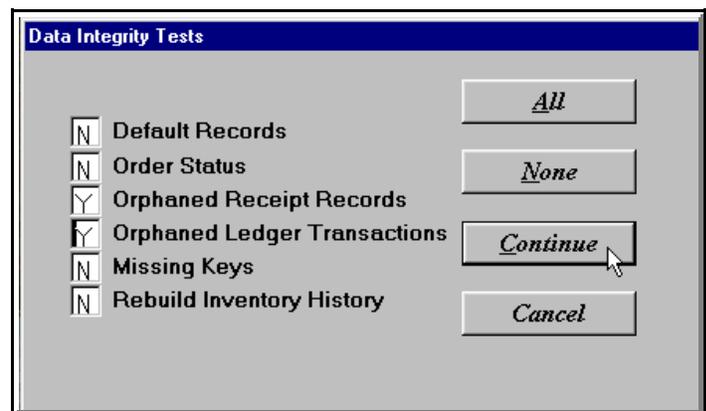
Archiving Inventory Corrections:

Publishers' Assistant tracks every inventory correction in a time-sensitive manner. By archiving old records that are no longer needed, you can free up some space on your disk and possibly speed up some reports.

Data Integrity Tests

Sometimes, bad things can happen to a good computer program. A power surge, a failing disk drive, an accident in which somebody turns off the computer without exiting, or any number of other things can corrupt the database. The Data Integrity Tests (DITs) not only finds problems, it also fixes them.

Also, for any number of reasons, sometimes data can become messy. Suppose you have, say, a receipt, but you've archived the order that went with it and the customer who paid it. The receipt is "orphaned" and no longer has useful information associated with it, and may cause confusion with some of your reports. You may notice orphaned records in some of your reports; for example,



Select the specific DITs you want, then Continue

invoices are listed without invoice numbers, receipts without dates, etc.

Or suppose you run an inventory report and the inventory numbers are clearly wrong; some may even be in minus numbers. Normal Publishers' Assistant usage doesn't allow you to put inventory in minus numbers, so something truly

awful has occurred. You regenerate CDX files, and the problem still exists.

If problems like that occur, and are not resolved by regenerating CDX files, the next procedure to try is the DIT. Because of the problems described above are the most common reasons for running the DITs, the most common ones to run are the ones for orphaned records (receipts and ledger transactions) and inventory history.

In general, you should run only the tests you have reason to run. For example, if you are trying to get rid of orphaned records and your inventory levels are correct, then there is no reason to run the Inventory History test at the same time.

Here are the steps:

1. Back up your data first! That's good policy whenever you take a step that can rearrange your database. But in this case, it's especially important. Some of the DIT tests, such as that for inventory, are extremely complex. If you experienced a power outage or surge in the middle of the test, your database could become scrambled. So don't do this without a fresh backup.

2. Regenerate your CDX files. (This is also on the same menu. Or you can take the shortcut from the opening screen: <Ctrl>+X, then R. If your files are out of index, every aspect of the program, including the DIT, can potentially become confused.)

3. Choose DIT from the **Tools** menu (under **System Maintenance**), then choose which test or tests you want to run.

4. Once you have made your selections, click on **Continue** to start the tests. Then follow the screen prompts. *NOTE: If you have a big database or a not-too-fast computer, some of the tests may take a while, so plan to take care of other chores while it is running. Most screen prompts will come near the beginning of the tests, but you may want to check back occasionally to be sure there isn't a prompt waiting for a response.*

Incidentally, the DIT will search out minor as well as major issues. So don't become overly concerned every time it finds something. As an example, the DIT will check the "status" of every order. Suppose you entered an invoice for a review copy of a book, for which no payment was expected, and for some reason the status of the invoice was registered as "shipped" instead of "closed." That won't make any difference at all in your bookkeeping, but the DIT will try to tidy up your records by "closing" such an invoice.

Pack Files

When you delete an invoice, receipt, or other record, it is not immediately erased from the database. It remains there and can be restored, until or unless you pack the files.

In some versions of Publishers' Assistant, you may be prompted to pack files, either after you mark a file for deletion or when you exit the program. However, these prompts will not be available in all versions. For example, if you have a network version of the program, packing files must be done at a time when one computer has exclusive access to the database.

In any event, to erase deleted records at a time when you have not been prompted to do so, simply choose **Tools** from the top menu on the opening screen, then **System Maintenance**, then **Pack Files**. If you know the specific files that need packing, you can choose them to save time. If you're not sure, pack everything.

Reindex Files

You may find this option under **System Maintenance** or use the shortcut <Ctrl>+X from elsewhere in the program.

If you're extremely prudent, you might want to reindex before you run major reports, just to make sure that your files are in proper order. It will never hurt and it might help.

If something that is dangerous to your database happened—such as a power surge or somebody accidentally switched off the computer without exiting the program—you should *always* go to this menu before entering any additional data.

Even if there was no such dangerous event that you knew about but your invoices and reports start coming out with strange problems, then you must go to **Reindex** before proceeding further. For example, if the titles or ISBN numbers are printing out incorrectly on invoices or the **Bill-To** and **Ship-To** addresses are not right, stop what you are doing and go to this menu!

The **Reindex** menu has three options: **All Files**, **Specific File**, and **Regenerate CDX Files**.

The most thorough repair job will be performed by choosing **Regenerate CDX Files**. This takes a little longer, but is worth doing unless you have pinpointed the problems fairly specifically. This option actually erases the existing index files and replaces them, so that any corruption in the files will be eliminated.

Note: If your invoices or other reports are coming out strangely and you call the help line, the first thing we'll ask you to do is to regenerate your CDX files, to see if that

solves the problem. You can save time by doing so *before* calling.

Error Log

It is unlikely that you will encounter many error messages when you use Publishers' Assistant, and when you do, they're likely to be benign; for example, you've asked for a report on certain data and there are no relevant data to report on. However, once in a blue moon, you might get an error that forces you to exit the program.

There are tens of thousands of lines of programming in Publishers' Assistant. If for some reason two of those lines interact in the wrong way, you may get an error message and have to exit the program. This might be because you entered a series of keystrokes that our programmers didn't anticipate. Or it may be because files are corrupted, or—as much as we try to avoid it—a bug in the program that we missed when we issued the version that we sent you.

As noted in the section on **User Help**, we cannot help to correct a problem unless we are able to replicate it. To do that, we will need detailed notes from you describing the sequence of events that led up to the error and the exact wording of the error message. In a case like that, ideally, you will have taken detailed notes before calling or faxing us. The **Error Log** is not a substitute for detailed notes—it will not recap the series of keystrokes you made leading up to the problem—but it can help to refresh your memory on some key issues, such as the specific error message.

What's more, the log will give us a clue that you couldn't provide without it—the exact line of programming where the error occurred. That will help us solve the problem.

Keys

This is another function that is available primarily to correct problems that may arise in unusual circumstances. Various records, such as invoices, returns, purchase orders, etc., are assigned sequential numbers (keys) that are essential to the functioning of the program. If something goes wrong, two records may get the same key. This will confuse the program's calculations.

If this happens, then two invoices may have the same number, or an invoice and return may share a key and become confused with each other in the various reports.

This will never happen during normal operation of Publishers' Assistant. But in rare cases in which a database has become corrupted, we have sometimes found a duplication of keys that has compounded the problems.

In our efforts to avert any possible problems, we have included in the **System-Wide Options** the choice to have keys refreshed automatically every time you enter the

program. We offer the option to either refresh keys or purge keys in this menu.

As a further protection, throughout the program, if there is ever a key problem that affects any procedure, you should get an error message. The message will vary depending on what you are doing, but if it has to do with keys, it will have the word “Key” in it. If you ever get an error message with this word in it, you should stop what you're doing and **Purge Keys** from this menu.

Purging keys is never a risky procedure. If the program suddenly seems to be acting in a strange way, it's a good idea to purge keys, in addition to regenerating CDX files, as discussed above. The only negative effect is that your cursor movements and screen changes may slow down for the next few data entries after purging keys.

Macros

Macros can save huge amounts of time and work. They are easy to record and use. Anything that you do routinely that requires a significant number of keystrokes can be turned into a macro, activated by a single keystroke.

The most common use of macros is for comment lines that are used repeatedly on invoices and other documents. For



example, if you have one standard comment line for prepaid invoices, another for billed invoices, and another for consignment invoices,

you can create macros for each of the comments. Instead of typing each comment individually, a single keystroke will produce the desired comment.

But there are also other situations for which macros are valuable. For example, suppose you are typing in new mail-list names and printing individual labels for each. Printing an individual mailing label requires several keystrokes. There are good reasons for that, but it's a pain in the neck if you're printing a large number of individual labels. The solution is to create a macro, turning several keystrokes into a single keystroke.

A single macro can include a huge number of keystrokes. Here's an example. Sometimes, when an author is on the radio or TV, we receive literally hundreds of individual orders for the author's book in a single day. The orders are identical except for the customer's name and address and the credit-card information for the receipt. They all have the same customer code, the same marketing code, the same shipping mode, the same comment line, etc. So after typing in the name and address, we start a macro. The

macro continues right up until the credit-card information on the receipt. Each invoice takes seconds to produce, rather than a minute or more. On days when we have well over a hundred invoices to produce, this can be a lifesaver!

Macros are created “on-the-fly.” The first time you enter the comment line or other keystrokes you’ll want to repeat, just save the keystrokes as a macro, which will be available for all future uses. Here is the procedure:

1. When you are ready to record a macro, press **<Shift>+<F10>**. This can be done from the invoice comment field or anywhere else in the program.
2. Following the screen prompts, choose a keystroke to activate the macro. *You must choose a keystroke combination that is not used elsewhere in the program. If, for example, you were to choose the letter “A” to activate the macro, then you’d get the macro every time you type the letter “A.” You definitely don’t want that to happen. Similarly, if you chose <Alt>+R, that would prevent you from using that key combination to get to the receipt screen from an invoice screen. If you use <Alt> plus a number, that will be a safe combination. At Upper Access, we find that the macros are easiest to remember if we use <Alt>+1 for our most common memo lines, <Alt>+2 for the next-most-common, etc. If you use a lot of macros and run out of numbers, you can also safely use <Alt> plus a quotation mark or any of various other doodad keys.*
3. Again following the screen prompts, name the macro. The default name will be the key combination. You can give it another one-word name for easier identification if you feel like bothering with that.
4. You are now recording the macro. The keystrokes you enter will be the comment line or other operation you are working on, but will also be saved for future use. When you are done entering the keystrokes you want to save, hit **<Shift>+F10** again and choose **OK** to end the recording session.
5. The macro will now be in place for repeated use until you exit Publishers’ Assistant. If you want it for temporary use only, for a series of invoices or other operations you are performing now but don’t want to keep for future use, stop here. If you want to save the macro, there’s one more step. Go to the **Tools** menu (**<Ctrl>+T** or use your mouse), choose **M** for macros, then **S** for save. This will save the macro forever or until you decide to eliminate or replace it.

In recording macros, keep in mind that you can save as many keystrokes as you like. For example, for a comment on invoices, you can include the **<Tab>** to get into the comment field and the **<Tab>** to get out. That way, you’ll save those two extra keystrokes every time you use the macro.

As with so many other features of Publishers’ Assistant, the instructions in the manual for macros seem complex, but the actual process is easy, with intuitive screen prompts. The instructions here are meant only as a supplement, in case a particular screen prompt seems confusing.

We urge you to try this function early in your use of Publishers’ Assistant and find out how easy and useful it is. Don’t wait until you’ve already entered a million unnecessary keystrokes. Life is too short for that.

Misc. Tools

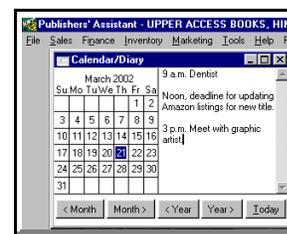
The **Tools** menu also includes the **Calculator** and the **Calendar/Diary**. We will not dwell on them in the manual because they are intuitive and easy to use, but they are worth brief mention.

Calculator:

This is nothing fancy. It does the things you could expect from a pocket calculator that you might buy on sale at a discount store for \$3.98. But it saves desk space: you won’t need to keep another calculator on the computer table. It’s very good at math, and you’ll probably use it often.

Calendar/Diary:

This is much handier than an appointment calendar on your desk or wall. Call it up and you’ll get a calendar for the current month. Use your mouse to call up the next month,



the previous month, the next year, the last year, whatever. Choose a date, then use the **<Tab>** key or mouse to note an appointment or other event occurring on a specific date.

Any date with appointments noted will be highlighted on the calendar, to alert you to check

for the information. Okay, a lot of other programs have calendars and appointment reminders, but if you spend much of your day with Publishers’ Assistant, it’s handy to have one right in the program.

Troubleshooting

Here are some of the most common problems that are reported to us by users. Other hints, which are often more detailed and up-to-date with the very latest versions, may be found on the Web site, www.pubassist.com.

- **You change the “Bill-To” on an invoice and the “Ship-To” changes too.** This is the single most common error by new users. When you enter an invoice, you start with the

“Ship-To.” On that contact screen, you are asked if you want to assign another contact as the “Bill-To.” Unless you assign another “Bill-To” there, the program assumes that the Bill-To is the same as the Ship-To. If you change the contact information on the invoice screen, that changes the information for that contact everywhere.

- **The search function lists the same contact twice, and you need to locate the appropriate entry.** Usually, the search function of Publishers’ Assistant will easily find the individual contact you want by narrowing the search by last name, company name, and/or Zip Code. Unless you have a huge database, just the last name or company name will usually suffice. But suppose for one reason or another, the contact is entered twice, with slightly different addresses but the same Zip Code. Or, you may have two PAUL SMITHs at the same Zip Code. The search box will show both PAUL SMITHs. The incidences of this are rare (unless you have many duplicate entries, in which case you should merge them). In the example above, simply choose the first PAUL SMITH. To get to the second PAUL SMITH, simply use <Ctrl>+<PageDown>. You can check out the various PAUL SMITHs with <Ctrl>+ <PageDown> and <Ctrl>+<PageUP>. If there is a third, fourth, or fifth person with the same name and Zip, repeat the command until you find the one you want.

- **A transaction appears on a report, even though you deleted it.** First question: Did you pack the files? When you delete a file, it is actually only marked for deletion: it doesn't go away until the files are packed. Go to the **Tools** menu, then **System Maintenance**, then **Pack Files**.

Also, keep in mind that deleting one record does not automatically delete other records that are associated with it. Deleting a contact does not delete the orders the contact made. Deleting an invoice does not delete receipts associated with that invoice. Each record must be deleted individually. (The exception to that is archiving, by which large numbers of records can be archived at once.)

If a “ghost” record is still appearing in a report (such as an invoice without an order number), it may have been “orphaned.” In that case, use the **Data Integrity Test** to track down and correct the orphaned record (**Orphaned Receipts** or **Orphaned Ledger Transactions** or both).

- **Mailing labels or shipping labels do not align properly when printed.** First, make sure that the correct label selection has been made. Publishers’ Assistant will default to the last label selection you made *for that particular function*. For example, if you established the correct label size for a batch of shipping labels, printing, that will not make it the default for printing of individual shipping labels, or for mailing labels. The default must be established with a selection for the individual function.

Also, keep in mind that if you are printing one-up labels with a dot-matrix printer, special set-up steps may be required by

Windows. If you missed that information, check the **Printer Set-up** section in the opening pages of this manual.

- **You are trying to modify an old receipt, and Publishers’ Assistant keeps trying to enter a new receipt.** If the customer has a balance due (or if Publishers’ Assistant thinks there is a balance due) it will always try to enter a new receipt when you use the receipt function from the invoice screen. (If you are entering a receipt through the **Finance** menu, you can choose to either enter a new receipt or modify an existing one.) To get to an existing receipt from a “new” receipt screen, hit <Ctrl>+<PageUp> and respond to the prompt by saying no, you don't want to save the new receipt. You'll then see the last receipt entered. If there are several receipts, repeat the command until you find the one you want to alter.

- **Publishers’ Assistant thinks there's a balance due on an invoice, even though the customer has paid the full amount.** In this case, for one reason or another, the receipt may not have been properly applied to the items purchased. In that case, go back to the receipt (see above). Key to the field labeled “Apply Funds to Items?” and say “Yes.” Then, make sure that the receipt is properly applied to the items purchased, with the remainder left available for shipping and other surcharges.

In some unique circumstances, you may be presented with a blank screen with no items listed and no chance to modify. In that case, exit from the screen and put **X** in the “Apply Funds to Items” field. That will wipe out any applications that were previously assumed by Publishers’ Assistant. Now, return to the field and say **Y** (for “yes”). The new screen should show all of the ordered items and allow you to apply the funds appropriately.

- **The numbers don't compute on royalty reports, sales reports, etc.** First, check the **Title** screen to make sure that all the relevant information was entered correctly: the price, the royalty schedule, cost information (particularly if you are distributing other publishers' books on consignment), etc. Obviously, if the wrong information was entered, Publishers’ Assistant cannot make the right computations. If the problem involves royalties, check the **Royalty Contact Specifics** report (choose **Finance**, then **Payables**, then **Report Payables**). If the problem involves sales rep commissions, check the specs for the list of customers assigned to the rep (**Finance**, **Payables**, then **Sales Rep Commission Specifications**).

If the information is correct, check to see when it was last updated. Was it updated during the reporting period? If so, some of the computations on the report may be for sales that preceded the correction and assume the old, possibly incorrect information or lack of information. If a book was sold at the old price, the reports will reflect that old price. If a book was sold with incorrect royalty information or without the appropriate sales rep, the report will reflect the information that was available to Publishers’ Assistant at the time of the sale.

After making corrections, run the **Recalculate Payables** function (also on the **Payables** menu). (Note: This does not exist with the Sonnet edition, because it does not track account information in the same way.)

- **Various Publishers' Assistant functions are acting crazy.**

Perhaps the invoices are suddenly printing out incorrectly, or you're getting an error message while performing a routine function. The first possibility is that your data files may be out of index, due to a power surge or outage, or the result of somebody accidentally turning off the computer without exiting. If so, **Regenerate CDX Files**. The shortcut for this is **<Ctrl>+X**, then **R**, or find it from the **Tools** menu under **System Maintenance**. (There are other options for reindexing, but **Regenerate CDX Files** is the most thorough, and most likely to fix problems.) In almost any situation in which the program is acting in an unusual way, this is the most likely way of fixing the problem. It is also a safe procedure, which at the very least will not exacerbate the problem under any circumstances.

As a second step, **Purge Keys**. Go to **System Maintenance, Keys, and Purge Keys**.

If the program still doesn't function properly, it may mean that you have too many other programs open while running Publishers' Assistant or that your hard disk is filling up. (A fair amount of free space is needed, as Publishers' Assistant needs to create temporary files in order to make various calculations, etc.)

- **You suddenly start getting strange screen defaults.**

Perhaps every time you try to enter a new invoice, it already shows a shipping charge, a sales rep, a comment, or something else that you don't want there. Similar events may occur with other screens, such as those for receipts, returns, purchase orders, etc.

If this happens, you have inadvertently set an incorrect screen default. (The most common way this happens is when a user is ready to enter a receipt and absent-mindedly presses **<Ctrl>+R**, which sets the screen default, instead of the desired **<Alt>+R**.)

To fix this, reset the screen default. If the problem is on an invoice screen, the easiest way to do this is to enter a fake invoice. Clear out all of the fields that can be cleared. (Some, such as the date, can't be cleared; don't worry, they won't be saved as defaults.) For the fields that ask for Y for yes or N for no, use X to clear the field.

Then add back in everything you do want as the default for new orders (or returns, or whatever screen are fixing). For example, you may prefer that the default be set for a particular shipping mode, particular payment terms, or a standard comment line.

Now, press **<Ctrl>+R** or click on the tool-bar icon for screen defaults. You'll be asked if you want to save the default; say **Y** for yes. Then escape (**<Esc>**) from the screen, so that you

will not save the fake document. The defaults will be saved even though the document wasn't.

- **You get weird error messages.** As discussed above, you may be able to solve whatever the problem is by regenerating CDX files and/or purging keys.

Aside from that, perhaps while typing fast or experimenting with some of the functions of Publishers' Assistant, you might have entered a series of keystrokes or mouse clicks that the program didn't anticipate, therefore producing an error message, resulting in an error message.

We've tried our best to anticipate the unanticipated; to make sure that Publishers' Assistant ignores any keystrokes or clicks that are not used for the program. But it's a huge program, with many thousands of lines of code, and we're sure we've missed some combinations of things you could do to create an error message. If you come across one, and can remember what you did to create the error message, please let us know so that we can get rid of it for the next upgrade. We eliminate a few hundred of these possible annoyances with every upgrade, and always appreciate hearing when a user discovers a new one. Eventually, we'll get rid of them all.

- **The screen freezes up.** This should not happen under any normal circumstances. First, be sure that the jacks plugging in your keyboard and/or mouse have not worked loose. Next, try every possible way to exit from the program without having to boot your computer. If you can't click on the upper right **X** or access the **File** menu, then try pressing **<F5>** or **<Alt>+<F4>**.

If nothing else works, get out of the program by pressing **<Ctrl>+<Alt>+**. Windows will list this program as one that is running and ask you to "End Task." This isn't a great way to exit the program, but it's far better than booting the computer.

However, any time you exit from the program without performing a full shut-down, *be sure to regenerate CDX files as the first step you take when you re-enter the program.*

If screens freeze up on you with any regularity, it is very important to isolate the problem and repair it. The most common reason would be that you have too many programs open compared to the amount of extended memory on your computer. The solution in that case would be to either close other programs before entering Publishers' Assistant or to install additional memory. Another possible cause would be that your hard disk is becoming too full. Publishers' Assistant requires a fair amount of free disk space for some of its operations.

- **You are kicked out of the program and lose everything you entered during that session.** Chances are that whatever kicked you out of the program also prevented your data from being saved. Publishers' Assistant is designed to save all records as soon as you finish them. For example when you finish an invoice, it saves. So even in the worst case, you

should not lose more than the last record you are working on. But some computers have utilities programs that get between Windows and Publishers' Assistant, preventing records from being saved until you exit. These programs are well-intentioned, but tend to cause a lot more problems than they prevent or resolve.

• **You can't enter the program: It gets hung up while Refreshing Keys.** First, congratulations for your decision to allow the program to refresh keys every time you open it. That can protect you against potentially serious database corruption. If the program gets hung up during the process, that means that an event of some kind caused some disruption during your last Publishers' Assistant session.

If that happens, go to **Windows Explorer** and click on the plus sign in front of your PUBASSIST directory. You'll see two subdirectories: **Data** and **Valid**. Open **Valid** and find a file called **KEY.DBF**. Copy it (<Ctrl>+C) and paste it (<Ctrl>+V) into the **Data** subdirectory. Now, get out of **Explorer** and re-enter **Publishers' Assistant**. You should be able to get in now with no problem. (This does the same thing as the **Purge Keys** function in the program. The extra effort is required only if you can't get into the program to **Purge Keys** from the menu.) Before doing anything else, regenerate CDX files (<Ctrl>+X, then **R**). For a while, the program will run slower than it normally does, but should get back on track soon.

• **You can't enter the program: It gets hung up while loading data files.** In this case, you're likely to get a message indicating a problem with a "Memo File."

In this case, look at the thermometer behind the error message, to find out which file is listed. You may have to move the error message box out of the way with your mouse to see this. The file name is likely to be something like "Contact" or "Ldgrtran." Make a note of it.

Then go back to your desktop, hit the Windows **Start** button and choose **Programs**. Find **Publishers' Assistant**, and **Fix Memo Utility**. You'll see a list of places where your data might be. If you've chosen the default location, choose **Data**. You'll then see a list of files with a **DBF** extension. Choose the one you made a note of. For example, if the file that got hung up was named "Contact," then choose "Contact.DBF."

You'll probably get a message that the file is damaged, and be asked whether you want it fixed. Say "Yes." This should repair the problem and allow you to get back into Publishers' Assistant.

• **You experience frequent crashes and breakdowns.** Please be aware that if any of these difficulties happen frequently, there is something going on that may signal a more serious problem. Perhaps you are getting power surges or brownouts, and need a protection device. Perhaps you have a corrupted hard disk. Perhaps you are running out of disk space, or are opening too many programs at once.

Many computers come with utilities programs that insert themselves between Windows and the programs that are being operated. These programs have good intentions—virus protection, guarding against crashes, monitoring and "fixing" corruption within Windows and the programs. Unfortunately, sometimes these programs cause more problems than they fix.

If you experience a crash, then, when you re-enter the program you find that you have lost the data you have entered prior to the crash (other than the very last record), then the culprit is a utilities program that you have lurking in the background. Publishers' Assistant saves every record as soon as you have completed it. If it was not saved, then you have a utilities program preventing the records from being saved, and likely causing the crash.

Computer crashes and malfunctions with Publishers' Assistant are not normal occurrences. Because things go wrong now and then in any installation, we offer as many fixes as we can. But if you have frequent breakdowns, something is wrong with your installation, and it is important to address that issue before your database becomes seriously corrupted.

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Reminders . . .

● **Backing up:** Back up your data daily. Simply make a copy of your data subdirectory (or whatever other directory you may have chosen as the location of your data files).

● **Deleting Files:** When you delete records (such as invoices or receipts), they do not disappear completely until you pack files. Before running any major reports, it's a good idea to pack files if there's any chance that records have been marked for deletion.

● **Extra Help:** If you have a question about the functions of Publishers' Assistant while you are using it, check the **Help** menu. Or, from any screen, if the prompts on the screen are unclear to you, simply press **<F1>** for detailed explanations.

● **Web Help:** A great many up-to-date help hints, and new files that can be downloaded free of charge, can be obtained at <http://www.pubassist.com>

● **Macros:** You can save a lot of time by using macros for standard comment lines and other customary procedures that would otherwise require numerous keystrokes.

● **Exclusive Access:** If you are using a network version, remember that some maintenance procedures, such as regenerating CDX files or packing the database, require exclusive access by a single computer. Therefore, if such procedures are needed, try to schedule them at the beginning or end of the workday.

Shortcuts & Special Keystrokes (Time Savers When Entering Data)

<Ctrl>+A State tax rates
<Ctrl>+B Get to "print batch" function
<Ctrl>+D Add new customer/marketing codes
<Ctrl>+H Add a new method of shipping
<Ctrl>+O Set county tax rates
<Ctrl>+<PgDn> Find next record
<Ctrl>+<PgUp> Find previous record
<Ctrl>+R Save screen defaults
<Ctrl>+S Get to system-wide options
<Ctrl>+T Delete item from a list
<Ctrl>+U Get to calculator
<Ctrl>+X, R Regenerate CDX files
<Ctrl>+Y Add new receipt types
<Ctrl>+<End> Save and exit window
<Ctrl>+<Enter> Save and repeat function
<F1> On-line help
<F2> Pop-up and Search functions
<Insert> Add new item to a list
<Shift>+<F10> Record a macro
**<Shift>+<End>, ** Wipe out line of text

Publishers' Assistant, Version 4.2
Sonnet Edition (Single User, some limitations)
Lyric Edition (Single User, full-featured program)
Epic Edition (Network)
Evaluation Program (Limited Use version for testing features)
For Windows 95, 98, Me, NT, and Beyond

