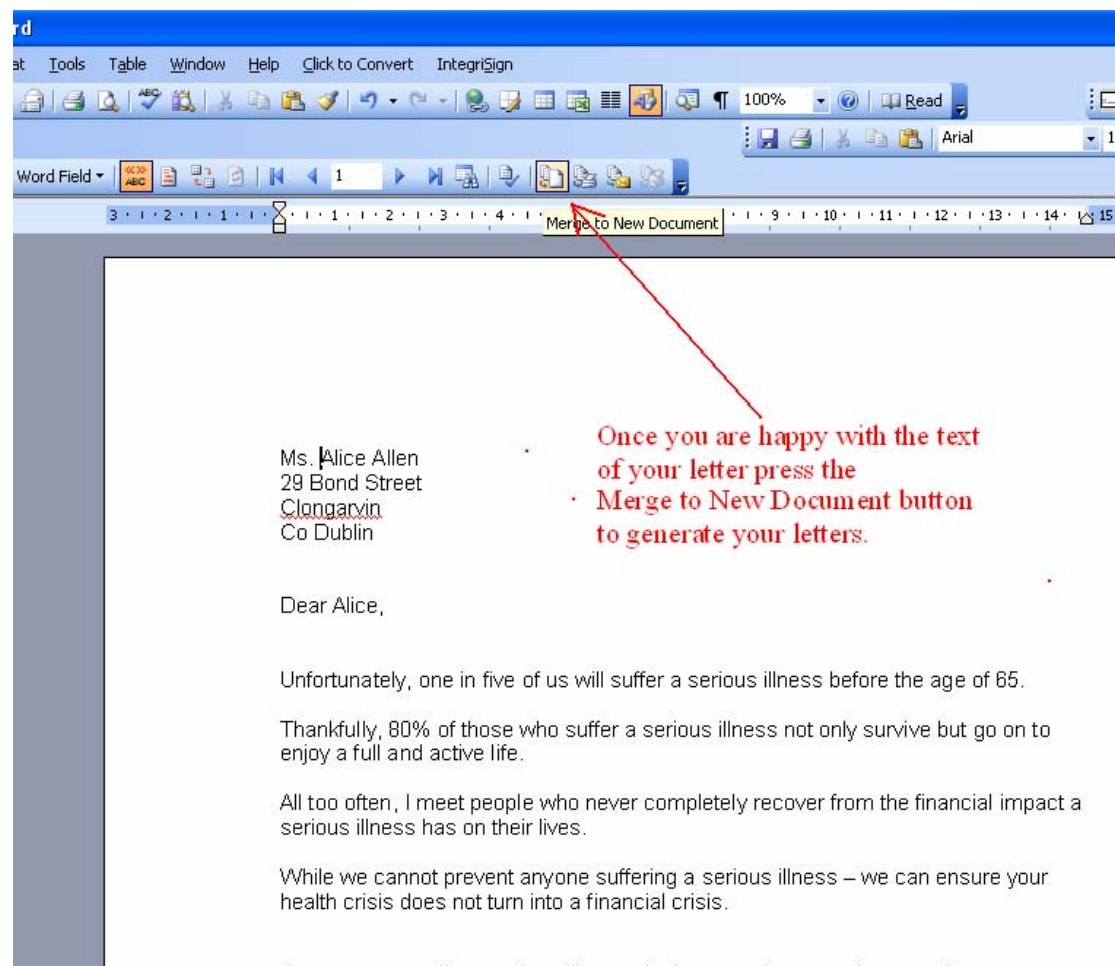


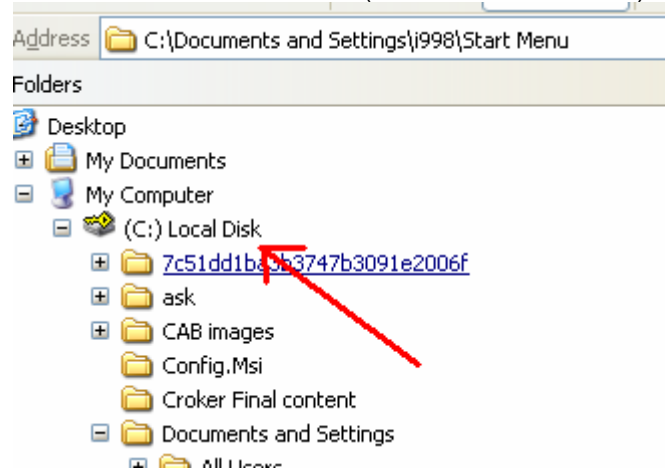
How to use b-line Campaign in a can to generate a direct marketing campaign.

1. You must have a folder called IrishLife on your c drive before you start. If you don't have one, create one now. (If you need Instructions please see back of this sheet).
2. Log on to bline and go to MyBiz. Click on Marketing Suite
3. Choose your campaign from the list offered.
4. Each campaign has two elements. A data file and a letter.
5. Click on the file and select Save. Save it to your IrishLife folder.
6. Click on the letter and select Save. Save it to you IrishLife folder
7. You are ready to run your campaign.
8. Go to your IrishLife folder. First check the data – it will be an excel spreadsheet with a name like ALL-MS1. Feel free to add or delete any customers you want.
9. Now check the letter in the IrishLife folder. It will be a Word file. Add in your phone number and contact details and any extra or amended text you want.
10. When you are happy with the letter just click on the MERGE to NEW DOCUMENT BUTTON on the Word menu bar. (see below).
11. That's it! Save the resultant file or print it off right there.

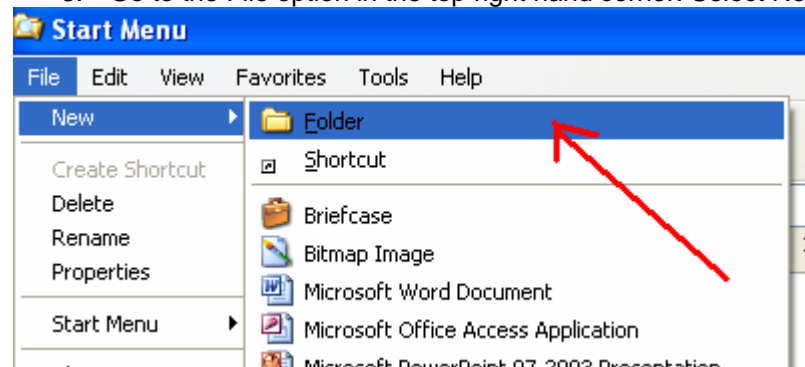


How to create an IrishLife folder for your direct mail campaign.

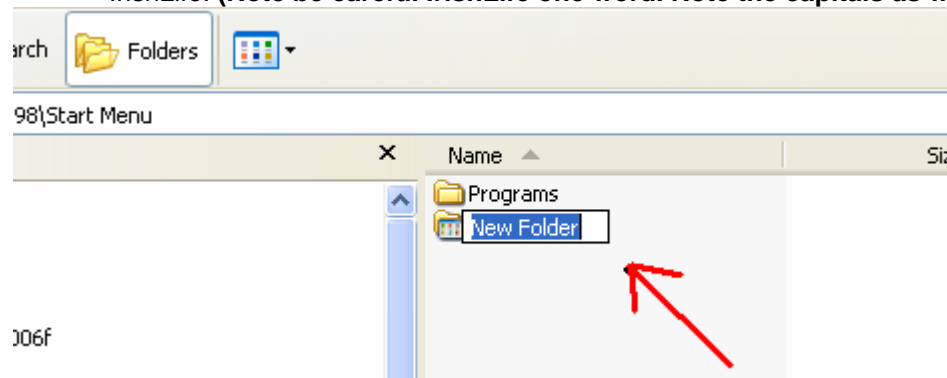
1. Right click on the start button and choose EXPLORE
2. Click on C local disk. (see screen shot below)



3. Go to the File option in the top right hand corner. Select New and click on Folder.



4. A new folder will appear, over type the blue text with the name of your new folder IrishLife. (**Note be careful IrishLife one word. Note the capitals as well.**)



5. That's is, you are ready to download your data and file. PTO.