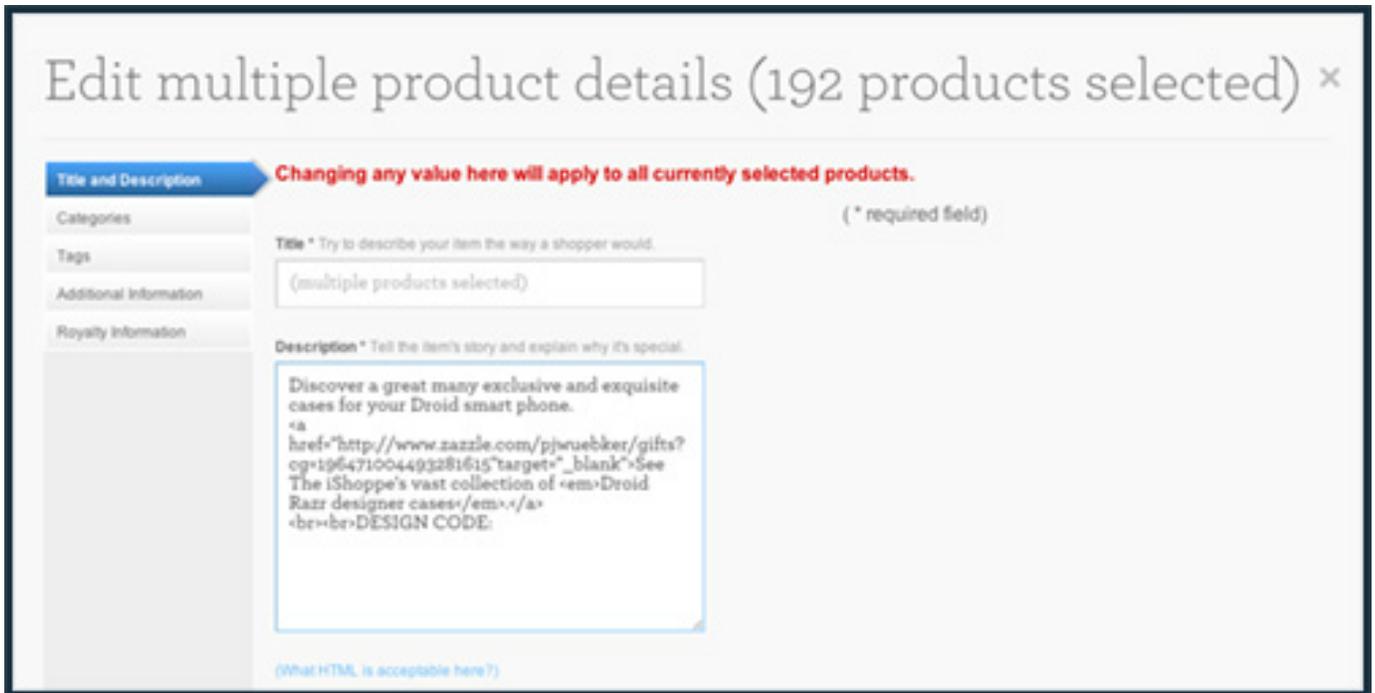




Top 7 Tips to Speed Up Production

A screenshot of a Zazzle product page for a Samsung Galaxy SIII case. The case features two orange owls perched on a branch. The page shows the product name, price (\$50.95), and a "Buy Now" button. Below the product image are options to customize the case, including a "Style Options" section. The screenshot is framed by a video player interface with a play button, volume icon, and a progress bar showing 0:05 / 0:27. Below the video player, the text reads: "See Our Macro Auto-Customize a Zazzle Phone in 25 Seconds".

1. **Increase Speed and Accuracy With Macros** – A macro is a task-based program that initiates a series of your instructions to your computer. Great when you have to do the same keystrokes, tabs or clicks over and over again. Using a macro will greatly speed up your production, and save you from repetitive typing and clicking when designing products. The [macro shown in this video](#) requires 1 click and 1 control character. Creating macros are easy and macro programs are in expensive. Some applications have macro-like functions built into them. In Photoshop, they are called actions.



- Globally Edit Twice As Many Products At Once** - Those who do a lot of global product editing (which we are doing now) might find this screen shot of interest. It doesn't always work, but when it does, it's nice to be able to do twice as many product edits at once. To do so, you work within your browser's url that comes up when you are ready to do a global edit on 96 products. Look in the url for "&pg=1&ps=96". Change 96 to 192 and hit return. It takes a little longer to come up but you can then select all 192 and edit/change. If it is not going to work, you'll get an "Invalid Input" warning when you click the "Done" button. Then quit and use 96 like you had planned. If it does work, change the page number to "2" in the url and go on to the next 192. You can set the 96 to most any number.

```

Animals
Animals / Farm
Animals / Farm / Chickens
Animals / Farm / Chickens / Hens
Animals / Farm / Chickens / Roosters
Animals / Farm / Cows
Animals / Farm / Cows / Bulls
Animals / Farm / Donkeys & Mules
Animals / Farm / Ducks
Animals / Farm / Geese
Animals / Farm / Goats
Animals / Farm / Horses
Animals / Farm / Horses / Draft Horses
Animals / Farm / Horses / Draft Horses / American Cream Draft
Animals / Farm / Horses / Draft Horses / Belgian Draft Horse
Animals / Farm / Horses / Draft Horses / Clydesdale
Animals / Farm / Horses / Draft Horses / Percheron
Animals / Farm / Horses / Draft Horses / Shire Horse
Animals / Farm / Horses / Draft Horses / Spotted Draft Horse
Animals / Farm / Horses / Gaited Horses
Animals / Farm / Horses / Gaited Horses / American Saddlebred
Animals / Farm / Horses / Gaited Horses / McCurdy Plantation Horses

```

- Know Where to Best Categorize Your Products** - Knowing where to best categorize your products can be maddening, clicking through all the categories and subcategories. This link is to a zipped pdf that lists the entire category tree in a text file. A handy tool because it is searchable. A quick download: http://www.zazzle.com/assets/graphics/z2/pub/zazzle_category_tree_v2.01.zip. You can also open the category tree file in Word. To give you an idea of the side of the tree, it comes to 2,480 double spaced pages.

4. **Saving Text in Browser Window** - Many times when I am making products, I'll open Notepad to save text I want to copy and paste over and over again. Here is another cool way to do that. If you paste the url below into a new browser page, you get the same thing. It is a browser/text window. You can't save it, but it you can type, copy and paste. I find it easier to switch between browser windows than programs. I bookmarked it for quick access. -- `data:text/html,<html contenteditable>`



5. **CAPTCHA Trick** - Time and finger saver . . . only one of the images in the Zazzle CAPTCHA box needs to be completed. You'll easily be able to tell which one. In this image, it is the one on the right. Also, your response is not case sensitive. When I'm on a roll putting out product, knowing this saves me hundreds of keystrokes. The other image is part of a project to digitize books with your time.
6. **Precise Vertical or Horizontal Design Changes** - To make precise horizontal or vertical design changes, hold the shift key while you "grab" the text or image to move. When you move it, it will stay along either a horizontal or vertical line.
7. **Turbo-Tagging** - You don't get to more than 75,000 products without some marathon product creation sessions. Every keystroke and click you can avoid helps speed things up and reduces the aches in your hands. Adding your tags offers one area you can save many. Did you know you can skip the commas between your tags? Also, you do not need to click or hit the return to post your tags. When you click out of the tags window, they post. Simply moving on to the next step, choosing the audience level for example, posts your tags. Thus, if you have say 200 images to post, you just saved your hands 2,000 keystrokes and cut perhaps half an hour off your marathon posting.

We hope you find these tips helpful to accelerate your own product creation. [Visit us on Facebook](#) for information and discussion.

As online entrepreneurs, we believe the keys to happiness are travel, simplicity and freedom. We began "Zazzling" in 2008 and achieved ProSeller that same year. Our online businesses have grown to include several Zazzle stores with nearly 75,000 products, shops on CafePress, a RedBubble site, plus a growing roster of eBooks and independent web sites. All this has enabled us to relocate from Minnesota to the Garden Island of Kauai in Hawaii.

Visit our blog, [PassingThru](#), for details and inspiration!

Wishing you time and freedom to enjoy the journey!

Betsy and Pete

