

# All about the Text version of your PowerMail message

## Why is the Text version necessary?

Some recipients either can't accept HTML messages (example: reading email on certain PDAs or cell phones), or choose not to accept them.

## What happens if someone receives the HTML version, but is not able to accept the HTML?

If a Text version exists, the recipient will see that version. If no Text version exists, they will see either a blank message, or a message full of raw HTML code, depending on what kind of email service/application they use.

## Do you have any tips on composing the Text version?

There are a few ways to approach the work flow, depending on your preference.

One way is to compose the Text version first, save; then select all, copy and paste into the HTML version. Next complete your formatting, such as bolding the headlines, inserting pictures and hyperlinks, etc.

The second way is to compose the HTML version first, then copy and paste into the Text version. This works better if you are using an HTML template, such as for a newsletter, where you just type the new text in the right spots and the formatting is already there.

Your third option is to simply write the text and HTML versions separately.

To make the Text version more readable and visually appealing, you can use text characters and spacing to create separation between sections. Use dashes to create a line:

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or use the tilde to make it fancy:

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When including hyperlinks in a Text version of your message, it is best to include the entire link; for example, <http://www.thedatabank.com> instead of [www.thedatabank.com](http://www.thedatabank.com).

You can also use "Tiny URL" to create shorter links. This tool will convert a long URL like this one, which shows a map to thedatabank's offices:

<http://www.mapquest.com/maps/map.adp?searchtype=address&country=US&addtohistory=&searchtab=home&formtype=address&popflag=0&latitude=&longitude=&name=&phone=&level=&cat=&address=800+Washington+Ave+N%2C+Suite+303&city=Minneapolis&state=MN&zipcode=55401>

...to a short one like this:

<http://tinyurl.com/23xwap>

The free tool can be found at <http://tinyurl.com>. There is also a [handy firefox add-on](#).