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Excel - Viewing Formulas

When working on spreadsheets with multiple and or complicated formulas it helps to be able to see the formula and cells involved.

Excel lets you see your formulas in a couple of ways:

- Show one formula and see visually the cells involved**
 With your cursor in the cell with the formula you want to see, click F2. This activates editing of the cell. When you click F2 you will also see the formula and highlighted in colors are the cells involved in the formula.

Regular Member	\$40,742	\$42,275	=F10+C10+F12+C12
Life Member			
New Member	\$587	\$600	

- Showing all formulas instead of values**
 No matter where your cursor is, if you click Press CTRL + ` (grave accent) all the formulas in the spreadsheet will show, not the values. Note, when you do this you lose the cell formatting you had set up (eg dollars, dates), but don't fear because when you use CTRL + ` again your formatting reappears.

Membership Dues		
Regular Member	42275	
Life Member	1150	
New Member	600	
Total Membership Dues		=SUM(F10:F12)
Membership Fees		
Initiation	750	
Reinstatement	0	
Total Membership Fees		=SUM(F16:F17)

If you need help with any MS Office project or have questions – contact us at info@aapk.com for assistance.

Talking to Your Customers

When you create content for your web site, social media or other marketing campaigns you want to be sure you are speaking in your customer's vernacular not yours.

As a business owner or employee sometimes you can be so involved in the business that it's difficult to see beyond your nose. Meaning your internal language you use for the business may be too technical or not relate to your customers.

For instance, as a web designer I might talk about "web wire framing" among my peers but to my customers "wire framing" doesn't mean anything. Instead, when talking to clients I would instead refer to this as "how your web site will look and function."

Here are some key things to always remember when creating your content:

- Think about your customers and what they want – not what you want to talk about!

Amy's Biz Tips are brought to you by AAPK who can also help you with:

- [Excel, Word and PowerPoint](#)
- Web Design
- Content Management Web Sites
- Graphic Design
- Print Design
- Social Media Marketing
- Creative Marketing Ideas

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- Your message is not about you – it’s about the customer.
- Focus on your customers: You need to think like them, not think like you!
- Your site content should always help make your customers’ job or life easier.
- Write your web content and messages in the way your customer would speak not using your technical terms.

- Content Management Web Sites
- Graphic Design
- Print Design
- Social Media Marketing
- Creative Marketing Ideas

Not only will writing your message in your customers language make it easy for your customers to understand, it also relates to your search engine results. In other words, potential customers are using their words to find you in the search engines, if you don’t have these words in your content you will not be found.

If you are having troubles figuring out how to write your content in your customers’ words, then ask someone outside of your business or a customer for a fresh perspective on your business’ message or contact me at info@aapk.com, I can help you!

You Have To Laugh

Funny Video: Fox Loves His Belly Rubbed -

http://www.cnn.com/video/data/2.0/video/living/2014/02/13/orig-distraction-what-the-fox-says_nuneatonwildlife-co-uk.html

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