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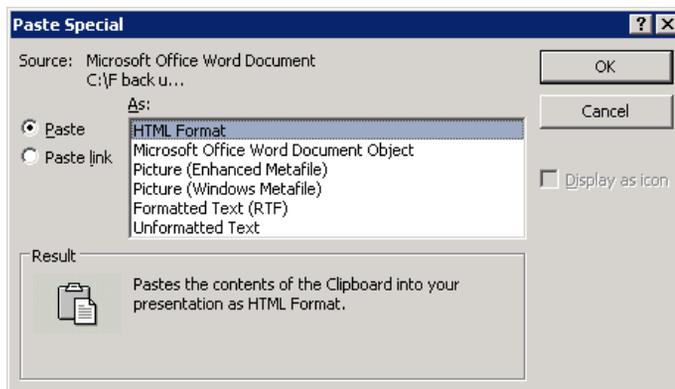
PowerPoint - Paste Special

When working in PowerPoint there are many times when you need to insert text, charts, graphics, etc into your slides. You could use the Paste function (CTRL-V) but you might not always get the results you want. To avoid this problem instead use Paste Special.

Paste Special gives you a variety of options to insert data from almost any source such as Word, Excel, an on-line article or a link. Paste Special can be found under the Home tab, in the extreme left corner under Paste. To reach Paste Special click on the down arrow to reveal more paste options. The options differ depending on the source or type of data you have in your Clipboard (the space where Microsoft keeps your most recent copy or cut data). If you scroll over each option, you will see a description of what it does. Below are a few ways I use these options often.

Text with formatting – generally, when you copy text from a source, the formatting for the text will almost always follow you when pasted into your slides. This can include fonts, sizes, colors, etc. This is frustrating and now means you have to take the time to change the text to match formatting of you slide.

- Solution – use Paste Special and choose Unformatted Text. This option will strip all the formatting from the text and when pasted will match the current text formatting.



Text from an online source – similar to Text with formatting, text copied from an online source will carry its HTML (web) properties with it when pasted into PowerPoint. So if there is a link in the text that link will appear as a live link when pasted.

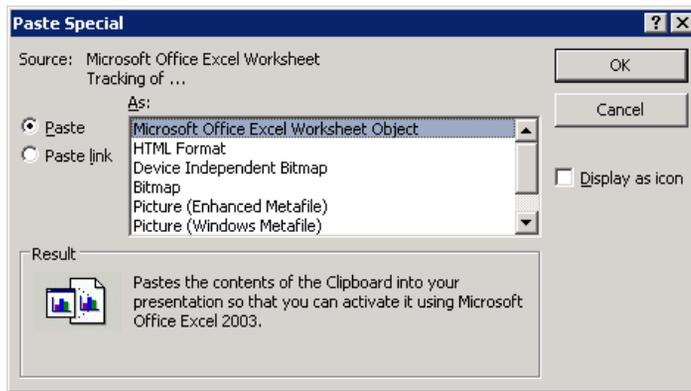
- Solution – use Paste Special and again, choose Unformatted Text. This will remove all the HTML properties.

Excel tables – when an Excel table is pasted into PowerPoint it creates a live link back to the spreadsheet - meaning the table can be edited from the slide and directly affect the spreadsheet. This can be a problem if you don't want the table to be edited by a viewer. Additionally, when you directly paste a table into PowerPoint you lose some of the formatting you set up for it in Excel.

- Solution – Use Paste Special and choose Bitmap. This will make the table into a bitmap (graphic) object that retains its formatting and can not be messed with.

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- Print Design
- Social Media Marketing
- Creative Marketing Ideas



As always, I encourage you try out the different options when using Paste Special to see what the results are. Remember you can always Undo (CTRL-Z) after you have tried it.

If you have a project coming up that requires PowerPoint contact me at info@aapk.com I have years of experience and can help you.

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FaceBook Strategies for Attorneys and Other Businesses

Using FaceBook to reach your prospective clients is a cornerstone for any businesses. If you are an attorney and are not using FaceBook in your marketing strategy then you will want to read an article from Web Marketing Today. And if you aren't an attorney, read the article anyway because the suggestions can apply to almost any business and will definitely make you think about what you have been doing (it did for me!).

Some of the ideas in this article include:

- Post once a day at least
- Post at different times of day
- Set up an RSS reader
- Never post just a link
- Don't post to Facebook and Twitter at the same time
- Schedule posts
- Expect to pay to boost posts or expect to buy ads

Read the full article here - <http://webmarketingtoday.com/articles/111647-Lawyers-Shifting-Facebook-Strategies/>

If you need help with your social marketing strategy, I can help contact me at info@aapk.com.

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Funny Video: Turning 4 Years Old is Difficult -

<http://www.cnn.com/video/data/2.0/video/topvideos/2014/03/29/dnt-twins-reaction-to-turning-four.wbko.html>

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