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Volume 13

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You and one other recommend this.

## Word - Creating Labels

A friend asked me the other day to create labels from an Excel list. Once I finished the labels he asked me to write an up explanation on how I had done this. So, here's the explanation for you and my friend.

There are more than a few steps to this process - don't panic! If you follow along you'll find it's not as daunting a task as it seems. So, let's begin ...

1. Open up a new document in Word.
2. On the menu bar go to Tools, Letters and Mailings, and Mail Merge.
3. A task window will appear to walk you through the steps.
4. First task, select the Document type to Labels and hit next in the "Steps" area (located at the bottom of the task window).
5. Under Change Document Layout click on Label Options.
6. Choose the label format for the labels you have. If you don't know what one to choose look at your box of labels and find the 4 digit number (such as 5160).
7. Hit OK - now you will see that your document has taken the form of a label sheet template.
8. Under "Steps" click Next: Select Recipients.
9. Browse to find your the file that contains your list. If you have several tabs you will need to identify the tab with your data. There are other options you choose from here, but that is a whole other discussion - if you need help with these just contact us at [info@aapk.com](mailto:info@aapk.com).
10. The next step is to arrange your labels and the content you want to display. You can choose from Address Block, Greeting Line, postal bar codes and other options. If you are creating simple address labels (name, address) go with Address Block. But wait, no matter what you choose you only get it in one block! Don't panic, read the next step.
11. To put that same block (in this case Address Block) in the other label boxes click on Update All Labels. Now you will see each box not only has a <<next record>> command (this tells it to put in the next entry in the list) but also the <<Address Block>> command appears as well (see sample below for how it should look).

<<AddressBlock>>	<<Next Record>><<AddressBlock>>	<<Next Record>>
<<Next Record>><<AddressBlock>>	<<Next Record>><<AddressBlock>>	<<Next Record>>
<<Next Record>><<AddressBlock>>	<<Next Record>><<AddressBlock>>	<<Next Record>>
<<Next Record>><<AddressBlock>>	<<Next Record>><<AddressBlock>>	<<Next Record>>

12. From here you can preview your labels (again using "Steps"). If you need to change something, simply use the "Previous Step" option to back up your steps.
13. If upon preview your labels are correct, you can complete the merge. This will create a new document. Save this completed merged file for printing and future use.
14. Don't forget to save the template file you created. This way next time you need the same labels, but want to use a different list, all you have to do is open the template, browse for the new list of recipients and create a new set of labels.

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

There are many other cool things you can do when creating labels; you can add your logo, your return address, bar codes, images, etc. If you need help creating more complex labels or are working on a project requiring mail merge and need expert help, contact [AAPK](#) – we have been doing these types of projects for years.

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## CMS - What is it?

CMS stands for Content Management System and is way to build a dynamic web site that enables users to maintain some or all of their content when needed, without the help of a web designer.

A content management system creates web sites using a framework to map how content is presented. The framework can be customized with a template (aka skin or theme) that outlines the look & feel of the site. Using this approach can be more cost effective than a static site in the long run – because users can handle future updates without the need of a web designer.

The content in a CMS is stored in a database and can contain a variety of things including text, html, graphics, products, or digital files. Each piece of content in the database is called up by the template “on the fly” to create an up-to-date html page each time the user visits. This way your content is always current. If changes need to be made to content that is used in several places you only need to change it in one place for it to be reflected everywhere that content appears.

A CMS gives the user(s) control of content creation, content control, editing, and many other important web maintenance functions. It allows you to set a variety of Users. You can decide by User who can change the content of specific pages, content, products, or parts of the site. You can also set a master User to have access to all content and programming.

Users can control the system directly from their web browser without the need of software. The system can also provide Users with content authoring tools designed to allow Users with little or no knowledge of programming languages to create and manage content.

With a CMS system a site can include a shopping cart, photo galleries and so many other dynamic features that might be more cumbersome (and expensive) to build with a static site.

If you'd like to know more about CMS or have a need to move your site to a CMS based system contact us today at [info@aapk.com](mailto:info@aapk.com). To see samples of CMS system created by AAPK – [click here](#).

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## You Have To Laugh

Video: Some odd looking animals <http://www.youtube.com/watch?v=vOp1czWvuDU&feature=related>

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