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**PowerPoint - Font Options**

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## PowerPoint - Font Options

In PowerPoint there are a variety of different ways to format your text to create a more impactful message or fit content to your slide. I often forget some of these options exist, so I figured we'd review them together.

Most people know how to use the basic font options (bold, underline, italics and normal) so I won't talk about these. Instead let's talk about how to spread out characters, turn them vertically, change line spacing, etc.

The Font menu area contains two parts – the options shown and additional options that you can reach from the expansion box. (bottom right of the Font menu)

### Options at Top of Font Menu box (left to right):

- Font Type – such as Calibri, Arial, etc
- Font Size – 12, 14, 18, etc.
- Increase font size – moves to the next preset size (so goes from 12 to 14, 14 to 18, 18 to 24 etc)
- Decrease font size – sets the font to the lower preset size (so goes from 24 to 18, 18 to 14, 14 to 12 etc.)
- Clear all formatting – removes all formatting from highlighted text leaving only plain text.



### Options Bottom of Font Menu Box (Left to Right):

- Underline – This text has an underline
- Italic – *This is Italicized Text*
- Strikeout – ~~This text has been striked~~
- Shadow – Adding a shadow to text
- Characterspacing (aka Kerning) – a d j u s t i n g spacing b e t w e e n characters
- ChangeCase – Sentence case. lower case. UPPER CASE. Capitalize Each Word. TOGGLE cASE.
- FontColor – choose your font color

### Options Available from the Font Window (click the arrow in the lower right corner to access)



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- Subscript – create a scientific<sup>note</sup>
- Superscript – add something like a<sup>footnote</sup>
- Double Strike Through – ~~This text has a double strike through~~
- Underline Style – choose the type of line to appear under your text
- Small Caps – THIS TEXT USES SMALL CAPS
- All Caps – THIS TEXT USES ALL CAPS
- Equalize Character Height – this text has been equalized for height

If you need help working with an MS office project contact me at [info@aapk.com](mailto:info@aapk.com) I have years of experience and can help you.

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## Creating Newsletter Content

An email newsletter (like this one) can be a low cost and great way to keep your name out in front of your customers while establishing yourself as an expert in your field. But how do you start? And how do you create content that is of interest to your viewer and avoids many recipients from unsubscribing?

Start by first looking at who your potential reader is:

- What are they interested in?
- In what industry do they work?
- Imagine the obstacles they might encounter during their work day that you could help them with

Then look at yourself

- What knowledge do you have to be able to help them?
- How can you translate that knowledge to them without “giving away the store”?
- Where are you going to pull the content from? Your experience, reference existing articles, have someone do the writing for you?
- What newsletters do you get and you read? Why do you read them? How is the content relative to you? What are they doing right or wrong in their approach?

Finally think about your business

- How is this going to help my business grow?
- How often will the newsletter be sent?
- How much time can you devote to getting it written?
- Where am I getting my email list from?
- How do I promote my content further to get more subscribers/readers?

I recently helped a client begin a newsletter that is targeted to media buyers at ad agencies who deal with marketing to a variety of “cultural” consumers in the US. The intent of the newsletter is to give these ad buyers current information about what is going on in multi-cultural marketing. We are using content that comes from other sources (and adding our knowledge to it) and are very low key about our sales approach in the content.

So far the newsletter has been read by viewers and we even had one person ask what the cost was to subscribe (it’s free). Best of all the client’s name is appearing in front of his key customers every other week.

[Target Marketing Magazine](#) has some other hints to keep in mind when you are developing or enhancing your newsletter in this [article](#).

If you need help beginning or revamping your newsletters contact me at [info@aapk.com](mailto:info@aapk.com), I have been helping others create successful content for many years!

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## You Have To Laugh

A dog apology for taking baby’s toy - <http://www.inquisitr.com/1362336/guilty-dog-apologizes-returns-infants-toy-in-heartwarming-video>

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