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## Excel - Formulas, Text and Numbers

Do you know what differs when entering formulas, text or numbers in Excel? If so, why do you sometimes have problems with sorting or formulas or dropping a zero from a zip code.

To avoid this you just need to know a few simple things about how Excel sees data:

**Formulas:** To start a formula you use the equal sign (=) (e.g. =A1+A2). A plus sign (+) or minus sign (-) will work if you are doing a simple calculation (+A1+A2 or -A1-A2) but doesn't work for more complicated formulas (e.g. =sum(A1:A2) )

**Text:** Any alphabetic character (A-Z) will be interpreted as text. It can be sorted, parsed, and used to create character strings.\

**Numbers:** Because Excel's initial purpose was to crunch numbers, when you enter a number into a cell Excel assumes it is a calculatable number (vs a zip code or full street address). But you can trick Excel to accept a number as text by placing a single quote (') mark before you enter the number and so it becomes text ('06460).

This works great for zip codes that begin with a 0 (e.g. 06460) otherwise Excel will truncate (remove) the leading zero and leave you with 6460. Without the leading zero your zip code will look funny (and the mail won't get delivered).

Hopefully these explanations will help save you time. 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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## Avoid Creating Spam

When you send out an email campaign or newsletter (like this one) you are bound to get bounces. But have you spent any time figuring out why you are getting those bounces? If not you are wasting time and resources and potentially hurting your campaign.

Basically, there are two reasons for bounces – a bad address or your message has been tagged as spam. Unfortunately the bounce back messages don't always do a good job of explaining which is which. So how to combat this? By doing a bit of research:

**Bad Addresses:** This past week a client was concerned about the bounce backs he was getting from his email newsletters, he swore his list was current. But it wasn't. How do I know this? Because I did some simple research that anyone can do. Since his list was to business email addresses, I choose a few of the bounced emails, entered their names into LinkedIn and discovered they have changed companies – hence the bounce backs.

In that research I also found that not all emails from one company were being bounced – meaning that the message wasn't getting tagged as spam.

**Spam:** This happens if you are using certain words that trigger a spam filter in a company's email system. These words are generally found in the subject line of your email and are identified as being most commonly used in spam messages. These add spam points to your email address when being received by your subscribers, and if your points are too high, your message will get blocked.

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To see a list of these word and phrases click here:

<http://blog.hubspot.com/blog/tabid/6307/bid/30684/The-Ultimate-List-of-Email-SPAM-Trigger-Words.aspx>. Now that you know them, try to refrain from using them.

If you need help with email campaigns, contact me at [info@aapk.com](mailto:info@aapk.com), I have lots of experience.

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## You Have To Laugh

Dog loves a trampoline - <http://youtube.com/stormy050607>

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