



Amy's Biz Tips

Tips on Excel, Word, PowerPoint, Emedia, and Marketing to help make your job easier.

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MS Office Recovery Document Task Pane

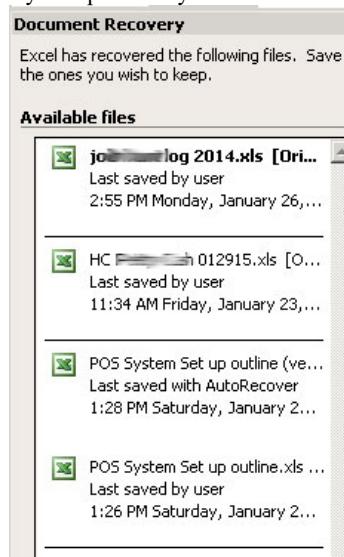
I am sure you have encountered this before – you open an MS Office program (such as Word, Excel or PowerPoint) and you are presented with the Document Recovery task pane and you wonder first why and second, which file do I choose to recover.

The Document Recovery task pane shows up when the Microsoft Office program closed unexpectedly before you can save changes. I know, you swore you saved everything before you shut your computer down, but maybe not.

The task pane will present up to three recovered versions of your document. You can identify a version to keep. For each file, you can select Open, Save As, or Delete.

To determine what to keep:

- In the Available files list, click the down-arrow.
- Click Open to review the recovered version of the document.
- Click Save As to re-name and create a new version of the document.
- Click Delete to delete this recovered version of your document.



I have found that if I open a recovered document and use Save As I can resave it under its original file name. If this does not work, save the recovered document under another name, then delete the original file and resave the recovered document with the original file name.

Tip: To toggle the Document Recovery task pane, click Recovered on the status bar to close the task pane. Click Recovered again to open the task pane.

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

The 3 P's of Branding

In this crazy evolving world of social media and marketing with all the new trends and bell and whistles, sometimes it is good to stop and look at some basic marketing principles before doing anything more with your brand or marketing.

In an article in Branding Magazine writer Dominik Prinz talks about how to build your brand so it really matters to people and creates value. He discusses the three P's to branding strategy - people, purpose and participation. And there are great examples of how brands are using these principles to lead them to success.

People – the younger generation is growing up understanding that brands can know people's detailed personal preferences – and use those to make each interaction more convenient, more relevant and more fun. No matter which industry you're in these expectations apply to everyone. Think about it, when you are on say Facebook, you see those ads that are relevant to a search you did recently for a

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product or Amazon where they target you with things you might be interested in. All these messages are based on the brand knowing your likes.

Purpose – you have to know the purpose of your mission to drive your brand – it's like going on a trip and not having a destination. Many of the best brands. “are those that advocate for an important cause and strongly commit to creating impact for both their business and society.” Read the example of how Warby Parker (maker of eye wear) is helping those in need of eyewear when you purchase a pair.

Participation - Remember the old formula that you've heard in school: People remember 10% of what they read, 20% of what they hear, 30% of what they see, 50% of what they see and hear – but 90% of what they do. So, it makes sense that participation is so important. So if you can encourage someone to actively participate in an event, a product idea, a charity-driven cause – then the message turns into an experience which is much deeper and meaningful than an ad message.

Read the full article here – it's full of great ideas and samples of how majority brands are taking advantage of the three P's - <http://www.brandingmagazine.com/2014/10/21/the-3-ps-brands-must-embrace-people-purpose-participation/>

If you need help with your brand and future marketing contact me at info@aapk.com, I have years of experience.

You Have To Laugh

Walrus exercising - too funny ... [see it here](#)

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