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**PowerPoint - Slide
Layouts**

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PowerPoint - Slide Layouts

You have seen these before, the placeholders (containers) on your slides when you open a new document or add a slide. But do you really know how to use them or how to get rid of them if you prefer your own layout?

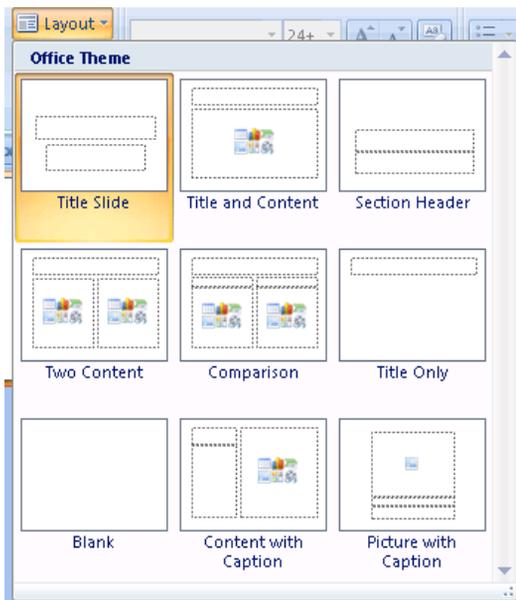
First, let's talk about what they are - slide layouts are defined with containers, positioning, and formatting for all of the content that appears on your slide. The placeholders are the containers in the layouts that hold such content as text, tables, charts, SmartArt graphics, movies, sounds, pictures, and clip art. PowerPoint 2007 includes nine built-in slide layouts, or you can create custom layouts that meet your specific needs.*

Layouts can be applied to one or more slides and or can be used in the Slide Master (http://www.aapk.com/amys_biz_tips_082913.html) to create consistency.

When you open a new presentation the default slide layout called Title Slide appears. If you prefer another layout there are two ways to choose from the pre-defined choices:

- Home Tab, Slides box – click on Layouts
- Right click in a blank area of the slide (or outside the slide) and choose Layout.

The following window appears for your Layout choices:



To delete the layout put your cursor at the very top left corner of the slide, hold and drag the cursor to the bottom right of the slide (highlighting the whole slide). This has now highlighted all components of the slide, hit delete and it's gone. Or you could choose the blank slide layout.

Note: Although you can add text and object placeholders to a layout or slide master, you cannot add placeholders directly to a slide.

* To learn how to create a custom layout, watch the next few issues.

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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.

Small Business Marketing Budgets

Are you a small business trying to figure out how to achieve search marketing on a very tight budget? If so you are not alone. In December 2014, a survey of small online marketing agencies found that most small businesses have a search marketing budget of \$500 to \$1,500 per month and, whether the budget is on the low end or the high end, they expect great results. Small budgets are a big challenge — especially when the clients grand expectations don't match a tiny budget.

In an article by Search Engine Watch they examine some things businesses can do to make the most of a small budget for the top three in demand marketing services; SEO, website development, and social media. Few small businesses have the budget to do it all. But if you use your expertise, outsourcing, and client participation, a small budget can go far enough to make your business grow.

[Click here to read the full article.](#)

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

You Have To Laugh

Pinpong balls and mouse traps ... [see it here](#)

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Contact us - 203-305-3124 or at info@aapk.com

AAPK - 45 Shadyside Lane, Milford, CT 06460

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