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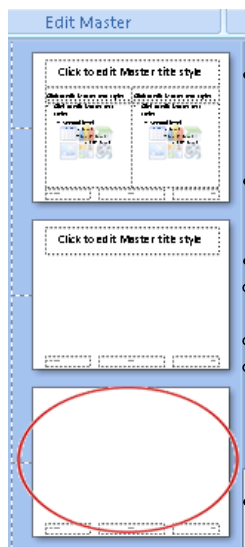
Tweet

PowerPoint - Creating Custom Layouts

At the beginning of the month I walked you through how to work with [Layouts in PowerPoint](#). In that article I talked about the standard layouts that are built in to PowerPoint. This time I am going to show you how to create a custom layout that you can use over and over again.

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.

To create your own layout:



Click View on the Menu and choose Slide Master view,

- Locate the 'Blank Layout' in the pane that contains the slide masters and layouts, locate and click the Blank Layout in the list of thumbnail layouts below the slide master. (I have circled it on the screen shot to the left)
- If there are unwanted, default placeholders such as headers, footers, or the date and time, click the border of the placeholder, and then press DELETE.
- To add a placeholder:
 - On the Slide Master tab, in the Master Layout group, click Insert Placeholder, and then select a placeholder type from the list.
 - Click a location on the layout, and then drag to draw the placeholder.
 - To resize a placeholder, drag one of its corner borders.
- When all done, in the thumbnail pane that lists the layouts, right-click the Blank Layout and then click Rename Layout.
- In the Rename Layout dialog box, type a new name that describes the new layout you've just customized, and then click Rename.
- Click the Microsoft Office Button, and then click Save As.

- In the File name box, type a file name of your choice.
- In the Save as type list, click PowerPoint Template, and then click Save.

Now the layout that you added and customized now appears in the list of standard, built-in layouts in Normal view, located on the Home tab, in the Slides group.

As usual, I encourage you to test this – you can always use Ctrl-Z to move back step by step to remove what you have done.

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.

Organizing Your Twitter Followers

Have you been using Twitter and have (hopefully) many followers? Do you have them organized and know which are potential fakes? If not then read on for help to keep your list of followers organized and clean.

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- Social Media Marketing
- Creative Marketing Ideas

Keeping your followers in lists (groups) gives you the ability to easily tweet something of value to this group without have to do it follower by follower or sharing content that not all your followers want to see. Here are some reasons to create lists of followers:

- Monitor competitors
- Following industry leaders
- Stay on top of trends
- Promote an event
- Follow your friends (non-business tweeters)
- Maintain customer relationships
- Follow other bloggers of interest

To get full instructions and ideas for lists from Social Media Examiner [click here](#).

Before you organize them you might want to determine if you have any fake followers – so you can remove the fakes to keep your steam clean and avoid spam or having your account deleted.

Fake accounts are created to spam or if a fake account is bought it's used to pump up someone's reputation. If any of your followers seem to have a suspiciously high number of followers you will want to verify if they are valid or not. The folks at Social Media Examiner have outlined a few tools to help you keep your followers clean. Read all [about it here](#)

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

You Have To Laugh

Dog walks 15 blocks to find owner in hospital ... [see it here](#)

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