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Volume 2

PowerPoint
Slide Design

Using
LinkedIn - Part 2

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To Laugh

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PowerPoint - Slide Design

PowerPoint gives you a variety of ways to format content as you create your presentation. Using the Slide Design and Slide Layout options you can create a professional slide presentation without much work, saving you time and aggravation.

Slide Design refers to the design templates and colors of the overall look of the slide presentation. While **Slide Layout** sets up a format for your content on the slides. Below is a guide to understanding how these work.

Accessing the Slide Design or Slide Layout task panes (if they aren't showing already) - go to Format (on menu bar), choose Slide Design and a task pane will appear - see example to the right.

From this Task Pane you can move between DesignTemplates, Color Schemes and Animation Schemes (*I will discuss Animation at another time*).

Slide Design (Design Templates) – PowerPoint comes with approximately 20 pre-designed templates that you can choose from. In the task pane you simply scroll down the list and click on the template you like. If you don't like that one, click on another.

Depending on where you work, there might be more or less than 20 templates available and some might be specific to your organization. Additional templates can be loaded using the Browse button on the bottom of the task pane. Template files can have one of three file extensions - .ppt, .pot, and .pps (the .pot is generally the standard for naming a template file).

Color Schemes – In the task pane (upper area) you will see a link for Color Schemes. This is neat in that it allows you to play with the colors on each type of Design Template. Click on a color scheme and see how it changes backgrounds, text, and other elements in the Slide Design (go ahead and play around to see how each changes the look – it's ok we won't tell anyone you are trying them all!)

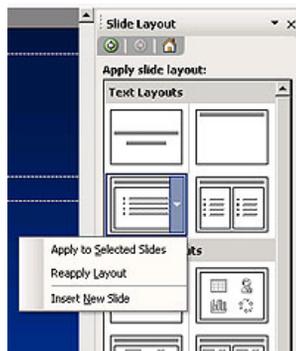
Slide Layout – This feature gives you the ability to choose how your content will be laid out on one or more slides. You can choose from prebuilt layouts that include text only, graphic content only or a combination of both. This saves a lot of time – no need to draw text or graphic boxes and this insures uniformity throughout the presentation.

You can choose one layout for the whole presentation or each slide could have a different layout. To **choose the layout for one slide** – move your cursor over the layout and a down arrow will appear to the right of the layout - see example to the left. Click the arrow and from the layout menu choose "apply to selected slides". Assuming you have only one slide highlighted (selected) only that slide will get that layout – if you have more than one slide selected it will change them all..



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To create a new slide with a chosen layout choose “insert new slide” from the layout menu. This will insert a new slide after the slide currently selected.

Now that you have your layout **it’s easy to add text and content to the layout.** For text just click inside of the text box and begin typing. For the contents boxes you are shown an icon box with choices of content types to insert: (moving from top left clockwise) table, chart,



clip art, picture, diagram/organization chart or media clip. Each type, when clicked, brings up a unique menu of options or a way to browse to content.

Once you are done choosing your options and building your slide set, you can **close the task pane by clicking on the X** in the upper right corner.

Using LinkedIn - Part 2 of a Series. [Click here for Part 1.](#)

Creating and updating your profile

It’s important to have your profile as complete as possible and kept up-to-date. This is the place people come to find out more about you – whether it’s a potential employer, client or and old colleague. You can also “strut your stuff” in your profile and it’s not limited to the standard 2 sheets for your resume. This gives you the room to expand upon your experience and let others comment on your expertise.

Your profile does not have to be completed in one sitting and LinkedIn guides you through the process and shows you your progress each time you login to your profile. This progress bar appears in the right side bar of your profile page.

Here are some hints:

- Have your resume handy – be ready to cut and paste or to import it.
- The more information you enter the easier people will be able to find you. This is important especially when job hunting or promoting your skills.
- Put in all your past jobs – go back as far as you can remember. I’ve heard many stories of people being found on LinkedIn by co-workers from years ago and the results were positive for both sides.
- The more you enter the more others have the ability to see all your strengths and experience.
- All parts of your profile are editable so if you need to change something later you can.

To create your profile quickly: Click on the link on the right upper part of your profile that reads “Import your résumé to build a complete profile in minutes.” – see screen shot below.



Regarding Personal Information: All information is optional – you choose how much you want to enter and what parts are shown. To restrict who can see your Birthday, Year of Birth and Marital Status click the lock icon next to items to choose to display to:

- My Connections- Only people directly connected to you on LinkedIn will be able to see this information.

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- My Network - Only people connected up to three degrees away from you will be able to see this information.
- Everyone - open to all to see

Basic Sections of the Profile

- *Basic Information:* Name, Headline, and Location & Industry: This is all basic information which feeds the database that makes up LinkedIn.
- *Former/Maiden Name:* If you click on the lock icon next to this field you can choose who sees your former/maiden name – My Connections, My Network or Everyone. I have set mine to “Everyone” because I have a former last name and want people to be able to find me under that name as well.
- *Headline:* This summarizes in a short phrase your professional expertise – be sure to change the one they provide for you .
- *Summary:* use this area to expand upon your headline and mention special skills or experiences you consider important.
- *Experience and Education:* This reflects your past jobs – cut and paste this information from your resume if you didn’t “Import your résumé” as mentioned above.

You can also add special Sections to your profile to further highlight achievements, publications, certifications , languages, organizations, patents held, etc. Just click the “Add Sections” icon to choose from a list of options.

Great job, you’ve created a basic profile. You can stop there or take advantage of LinkedIn’s many feature to expand your profile, such as getting recommendations, joining groups, adding your web sites, twitter address, etc.

One last hint – if you’d like to direct people to your LinkedIn profile – you can find the link on your Profile, under Public Profile at the bottom of the basic information area. For example mine is: <http://www.linkedin.com/in/amyapotts>. Please feel free to review my profile to get ideas on how to improve your profile.

In the next issue of “Using LinkedIn” we will review what your profile page says about you, how to use the information to your advantage, and how to ask for recommendations and find contacts.

You Have To Laugh

Video: “We ate all your halloween candy” (I know it’s after the season, but I couldn’t wait till next year to show this one)

http://www.youtube.com/watch?v=_YQpbzO6gzs

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